Heather Jansen | www.hrj.design | 202-302-1953 | h@hrj.design
Oakland, CA | www.linkedin.com/in/heather-jansen | https://heatherosej.github.io/HeatherJ-Portfolio/

My mission: Make awesome things and get stuff done.

Projects

Researcher & Content Strategist *May 2020* | [Task Buddy](#)

- Developed concept, advocated for solving user's pain points with productivity.
- Determined how to incorporate a Tamagotchi effect for motivation and social feed for accountability by making data-informed decisions.

Lead Designer & Usability Specialist *July 2020*

[United States Arctic Research Commission](#)

- Provided strategic development suggestions for product design + information architecture that led to a direct 56% reduction in the top-level navigation.
- Used card sorting to reduce the site map by 50%. Implementation of complex sort and filter functionality resulted in a reduction of clicks by 90%.

Team Lead, Product Designer *August 2020* | [Bike East Bay](#)

- Increased accessibility by 100% with user interface redesign.
- Employed user research to restructure site navigation for better usability.
- Utilized Fitts' Law to ensure high-interest topics are closest to the user.
- Created recognizable signifiers for calls to action.

Work Experience

Product Designer *2020-Present*
Self-Employed: Agency and Wine Clients • Oakland, CA

- Partner across teams to determine project requirements and use cases. Use metrics, data analytics, and stakeholder feedback to enhance customer experiences.
- Update websites and employ UI decisions that increase accessibility to meet WCAG AAA standards.
- Deliver mobile-first, code ready designs to developers, resulting in rapid increase in product development.
- Develop wireframes, prototypes and visual designs to brand specifications. Perform competitive analyses and research user patterns, then Iterate and test designs to make data-informed decisions.
- Deliver presentations & explain design thinking to product owners.

Graphic Designer | *2018-2020* | Fetzer, Dry Creek Vineyards | Healdsburg, CA

- Led the creative for the award-winning annual report, [Mapping the Road](#), raising B Corporation score by 15 points.
- Created MTR design system, style guide, designed page layouts, and mentored junior designer.
- Built landing pages and delivered annotated to designs to developers.
- Advised on website best practices; suggested accessibility and responsive changes based on testing.

Graphic Designer | *2015-2017* | Self-Employed • Santa Rosa, CA

- Designed marketing collateral, social media assets, and web graphics.

Creative Product Manager | *2013-2015*
National Geographic Society, Book Publishing | Washington, D.C.

- Integrated 10 sales catalogs, with 12 stakeholders and varying objectives, into 2 catalogs a year. Managed end-to-end, resulting in 30% cost-savings.
- Initiated revised workflow processes, including a project tracking database and Digital Asset Management system, resulting in 100% efficiency improvement.
- Developed custom Filemaker database with internal development team.

Design Skills

Competitive Analysis, Market Research, User Experience Design, Product Strategy, Ideation, User Personas, User Testing, Process Flows, Empathy, Sketching, Wireframes, Low Fidelity and High Fidelity Prototyping, Information Architecture, Design Systems, Presentation Skills, Writing, Typography, Hierarchy, Color, Branding and Logos, Illustration

Technical Tools

Adobe CC (Illustrator, Photoshop, InDesign, XD), Figma, Sketch, Pen + Paper, Procreate, Asana, Trello, Miro, Slack, CSS, HTML, JavaScript, WordPress, Webflow

Awards & Recognition

Mapping the Road — Fetzer Vineyards, 2019 Annual Report: Graphic Design USA 2019 Award; Wine Pack Design Awards 2020

AIGA Portfolio Review — Seasoned Pro, July 2020. 1 of 12 selected for a live national review.

Education

UC Berkeley Extension, Oct. 2020 Certificate: UX/UI/FE Bootcamp

Santa Rosa Junior College Certificate: Advanced HTML & CSS

Ball State University, Muncie, IN, BFA Graphic Design

Affiliations

AIGA

Lesbians Who Tech

Secretary; Letter People, Santa Rosa, 2018-2020