

## Summary:

### Skills

**Technical:** HTML, CSS, Javascript, PHP, Perl, some C & bash, UNIXy stuff, CMSes

**Design:** Illustrator, Photoshop, Sketch, Wireframing, OmniGraffle, paper & pens, Camtasia, Edge Animate

**Interpersonal:** love feedback, bringer-together of disparate individuals & groups

### Employment

#### UX Designer / Instructional Designer

##### @ TechSmith Corp. (2007-present)

Design workflows/interactions/interfaces, wrangle data, cross-departmental needs, user problems, and changing company foci to create designs and solutions, make them happen. Administer Google Analytics 360 suite and help others get the most out of data and experiments.

#### Instructional Designer

##### @ Option Six (2005-2007)

Lead, designed, and managed eLearning projects for clients (e.g. Microsoft, Roche, etc.)

#### Designer/Researcher

##### @ Quest Atlantis Project, CRLT, IU (2003-2005)

Research, designed learning experiences in 3D environment, more research, also got a Masters degree + coursework for a PhD

#### Web Technology Consultant

##### @ Delta Charter High School, Tracy, CA (Summer 2004)

Redesigned their website & implemented a CMS so they could maintain it.

#### UNIX Systems Engineer

##### @ Kodak (Health Imaging Div.), Fremont, CA (2000-2003)

Designed backend systems for digital imaging systems

### Education

#### Masters in Instructional Systems Design

##### @ Indiana University, Bloomington (2003-2005)

Also did coursework in human computer interface design, learning science, cognitive science, educational psychology, visual design, and change management

#### BS in Business Administration

##### @ Canyon College (2001-2002)

#### Undergrad coursework

##### @ Brigham Young University (1996-1999)

Asian studies, Mandarin, Korean, computer science, and business

### References

Contact these amazing people to get different perspectives on if I'm a good fit for you.

#### Matt Pierce, Manager of Customer Support @ TechSmith

former manager (known for 12 years)  
piercemr@gmail.com (517) 917-0579

#### Ryan Eash, Customer Success Manager @ TechSmith

former coworker (known for 9 years)  
ryaneash@gmail.com (252) 299-2130

#### Chris McQueen, Production & Innovation Programs Lead @ Google

former coworker (known for 9 years)  
cjmccqueen@gmail.com (650) 241-8919

### Contact information

conan.heiselt@gmail.com  
<http://conan.heiselt.org> (portfolio)  
<https://www.linkedin.com/in/chaiselt>  
517-488-8051

Now, on to the Good Stuff™...

## What my coworkers say about me:

*"My time spent working with Conan helped me become a better designer, better at the feedback I provide, and much more."*

*"Feedback is always thoughtful, thorough, and valuable. You take the time to consider every visual problem, and offer awesome solutions. You're always open to new*

*"I love your ideas, suggestions, and ability to collaborate! Additionally, if changes are implemented, you follow through to track performance and share the results to ensure we are on the right track."*

*"He looks carefully at situations and asks the difficult and clarifying questions....I enjoyed coming to Conan with questions, knowing neither of us had the answer, yet coming away magically with answers and possible solutions. He's a great resource for brainstorming and collaboration. I would recommend Conan and his work to anyone."*

*"You have such great ways of doing design and others around the company could really learn from you."*

*"Conan is a fantastic user experience designer. He is thorough and thoughtful in his approach to a design challenge. I really enjoyed working on projects with him because he constantly challenged me and others working with him to answer the tough questions which helped him develop the right solution. This eliminated the back and forth that sometimes happens in design projects."*

*Conan's hard work and knowledge is evident in the designs he creates and the results he produces. He is also humble and able to quickly see when something he developed isn't working great. I really appreciated this quality because it allowed us to quickly react and optimize. "*

## Profile:

### Team-building & working with others

One of the favorite parts of my job is **interacting with so many different people**. Currently, daily or weekly work with--actively **solve problems together**, not just talk about them--many individuals in marketing, web development, customer service, technical support, sales, and user assistance (technical writers & instructional designers).

I always do my **best work** when in collaboration with others. **Everyone is brilliant** in different ways, and I'd be a fool to not take advantage of what others can add to "my" projects.

I've been effective at **bringing opposing groups together**. For example, the training and documentation departments often clashed because of overlapping responsibilities. When the two merged, interactions were rocky for a while, but both my manager and coworkers told me later that I was key to unifying the group; I was **seen as trusted** by everyone and not as favoring one role above the other.

### Communication

**Listening and asking clarifying** questions are the foundation of good communication to take advantage of the broadest bases of experience and knowledge.

**Questions** of the right type and to the right people are the best way to fully understand a context, problem, feedback, and communication in general.

I'm always looking for **better ways to create and communicate** accurate designs. The tool changes depending on what's most important: paper&pen, Illustrator, Photoshop, Sketch, HTML/CSS, Snagit, Animate.

## Design Process

I love doing the **full range of creation** from research, design, building, and implementing; however, I also really enjoy **collaborating with** specialized, amazing researchers and developers.

Finding things to improve and pushing them forward is part of **my job**.

Recently, I **sought out** and met with the whole customer service team a couple of times to understand the problems they saw, then began redesigning a page that's been frustrating many of our customers, and them. As I dug into the **core issues**, I saw the **problems were much wider** than one page. So, I put together designs and a proposal then met with many stakeholders to **get feedback** and **gather support** for the wide-spread improvements. **Everyone had valuable input** that **matured** my initial designs, proposal, and raised its priority to "why isn't this getting done now?".

If a design is complicated, it's not done yet. Part of **good design is trimming** what's not necessary until you come to the simplest, "most obvious" design.

To me "**design**" is all about problem solving.

As part of my process, I make sure I **understand and define the issues** we're dealing with and what we hope to accomplish. This becomes a reference throughout the design creation, conversations, and dictates how we measure success.

Everything that's valuable should **iterate**, both before and after going live.

**My process** of information gathering, problem clarification, interaction/workflow design, UI design, and feedback ensures that the **right issues** get addressed at the right levels and not covered up by "frosting."

I favor efforts that will **impact** the most people above those that only affect a few, changes you can **measure** over those that can't (or won't), **iterative** small tweaks over brash sweeping overhauls, **systemic** over treating individual symptoms, work in the **complete context**, and tie everything back to **business goals**.

## Visual design

Excellent UI & visuals bring a feeling of **continuity**, breed **trust**, **solidify expectations**, and **lessen stress & frustration**. I strive to create beauty in what I do.

**Gorgeous visuals** should be doing **the important job** they have, not the interaction design's. Everything in it's time and place.

## Testing & Analytics

Ever since graduate school, I've been **interested in data, research, and using many sources to gather** as much information I can **to make better decisions**.

I've used Google Analytics on my own sites for **9 years** and have been on the **analytics team** at TechSmith for 6+. My activities include A/B testing, Google Tag Manager, conversion tests, analytics interpretation, etc.

Very regularly I run tests in GA, search data for answers, and couple with other sources to get a **more complete picture**.

Currently, I'm the administrator for Google Analytics 360 Suite and Hotjar at TechSmith. I spend a lot of time helping many groups across the company learn how to ask the right questions, get and correctly interpret actionable data, test their theories, and use the many tools we have available to us.

## Users & community

Part of my responsibility has always been to **understand where customers are struggling** & helping direct product development to solve or ameliorate those problems.

Not only do I help users be able to use our products, but also **how to be great at what they do** through principles of design, creation, and sometimes psychology. One of the reasons I became a UX designer is to have a **stronger influence** on what and how our company can do this.

For many years I've been heavily involved in TechSmith's **user community** and have been recognized twice in the last year for my **dedication to helping users** find answers and promoting good feelings with frustrated customers.

## Experience & always getting better

**10+ years designing and building** everything from learning modules, a product-integrated tutorial center, mobile apps/games, SAAS for desktop/tablet/phone web and desktop client, marketing website/sales web site.

Most of the time I'm part of the **full lifecycle** of a product/feature — from **discovery -> design -> development -> follow-up** — and other times I lead.

My knowledge and skills with **web technologies** have given me more flexibility to implement my ideas at every job I've had, even those not directly requiring it, .

My design jobs have ranged from a very **large corporation** designing back-end medical imaging systems, an **agency** making e-learning modules, and **medium-sized in-house** SAAS & website design.

I continually **increase my knowledge** of the field by attending relevant conferences (e.g. A Conference Apart—sketchnoted this one: <https://flic.kr/s/aHsjXsY-wUn>), and regularly study articles on interaction, experience, and visual design—found via Twitter, several newsletters, articles passed around at work, etc. I also regularly research UX topics related to what I'm working on to get more perspectives and best practices.

## What I work on when I can work on anything

Both at work and home I'm always involved in **all sorts** of side projects.

At TechSmith, I've helped set up a "**Maker Room**," championed and helped other get started with 3D printing, and given **lunch-and-learns** on soldering, brewing cocoa beans, and 3D printing.

For more "on task" projects: I've designed paper templates to track my weekly tasks & projects for a **custom notebook**, learned sketchnoting, and revamped my **PHP/JS/HTML/CSS skills** to make a WordPress theme for Camtasia for Mac tutorial viewer that the Developers didn't have time to create.

At home, I always have some creative thing going: design a reading game for kids with dyslexia, CNCed Catan pieces from wood, attractive hang boards (for climbing), brush bots to teach basics of electricity to kids, built 3D printer, designed series of miniature art pieces to be partly cast in aluminum, blacksmithing, etc.