

# Heather Larsen

UX DESIGNER

✉ heather@heatherlarsenux.com

📞 (619) 341-3068

💻 heatherlarsenux.com

## PHILOSOPHY

I am looking to create experiences and solve problems that enhance individual's lives.

## SKILLS

### DESIGN

Competitive Analysis, Feature Prioritization, Ideation, Information Architecture, Personas, Prototyping, Stakeholder & User Interviews, Usability Testing, User Flows, Wireframes

### DEVELOPMENT

CSS, HTML, JavaScript/jQuery, JSON, PHP, SASS

### TOOLS

Abstract, Git, InVision, Jira, Photoshop, Sketch, Sublime Text

### OTHER

Accessibility Standards, Responsive Web Design, SEO, Documentation, Training & Mentorship

## EDUCATION

### VISUAL DESIGN FOR UX 2018

School of Visual Concepts

### USER EXPERIENCE DESIGN CIRCUIT 2018

General Assembly

### CERTIFICATE IN JAVASCRIPT 2017

University of Washington

### BACHELOR OF SCIENCE, COMPUTER SCIENCE 2010

University of Redlands

## EXPERIENCE

### UI/UX LEAD & SENIOR DEVELOPER

NOV 2018 - PRESENT

#### Rio SEO

- × Oversee all client projects throughout the design process
- × Decide on tools our team uses for continued design growth and alignment amongst the team
- × Utilize Google Analytics tracking the understand user's interactions with our client's locators and analyze the data for continued improvement of our products

### UI DESIGNER & SENIOR DEVELOPER

APR 2017 - NOV 2018

#### Rio SEO

- × Conduct interviews with client stakeholders to determine their target audience, their user's needs, their business goals and any technical limitations
- × Whiteboard and sketch quick ideas and modular features for each client project before moving on to wireframes
- × Utilize Sketch to quickly iterate over wireframes, site maps and prototypes to meet tight deadlines
- × Research, analyze data, and present findings to clients about any area of concern
- × Document design decisions and interactions for development handoff

### SENIOR DEVELOPER

JUL 2015 - APR 2017

#### Rio SEO

- × Built a modular Sass code base to be utilized in all client projects
- × Created technical documentation about our Jira processes, that is used by our entire organization

### DEVELOPER

SEP 2012 - JUL 2015

#### Rio SEO

- × Developed locator websites using HTML, CSS, JavaScript, and PHP
- × Utilized source control tools (SVN & Git) for maintaining code versioning