Heather Larsen

UX DESIGNER

✉ heather@heatherlarsenux.com   💬 (619) 341-3068   🖥 www.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