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My mission: make awesome things and get stuff done.

Work Experience

Visual & Product Designer | 3/2020-Present | *Self-Employed* | Oakland, CA

- Design for brand or product by completing competitive analyses and user research experiments, resulting in greater visibility for owners. Complete QA checks and cross-browser compatibility testing.
- Partner across web design, front-end, brand, and product marketing to determine project requirements and use cases. Use metrics, data analytics to balance user needs and stakeholder objectives.
- Complete wireframing, create prototypes and visual design within brand specifications to create eye-catching user friendly experiences. Iterate and test designs to make data-informed decisions.
- Produce mobile-first, code-ready designs for engineering handoff. Collaborate with developers to debug code and act as the liaison for design, product marketing, and development.
- Deliver presentations & explain design thinking to marketing & product owners. Build partnerships via clear communication skills and empathetic understanding.

Visual & Graphic Designer | 8/2018-2/2020 | *Fetzer Vineyards* | Healdsburg, CA

- Led the creative for the award-winning annual report, [Mapping the Road](#), and collateral for large-scale PR campaign, raising B Corporation score by 15 points.
- Created layouts, landing page, design system documentation, and mentored junior designer.
- Built landing pages and delivered annotated designs to developers.

Graphic Designer | 3/2018-8/2018 | *Dry Creek Vineyard* | Healdsburg, CA

- Advised on web design best practices; suggested accessibility and responsive changes, based on testing, that increased usability on all devices.

Graphic & Web Designer | 7/2015-3/2018 | *Self-Employed* | Santa Rosa, CA

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

Creative Project Manager | 3/2013-6/2015 | *National Geographic, Book Publishing* | Wash, D.C.

- Project management of the creative process throughout the entire lifecycle within the 15 person team, in an agile setting. Liaison between design, marketing, production, freelancers, and videographers.
- Initiated revised & organized workflow processes, resulting in 100% efficiency improvement.
- Drove development of custom database with engineering team.
- Integrated 10 sales catalogs, working cross-functionally with 12 stakeholders, into 2 catalogs a year. Resulted in 30% cost-savings.

Projects

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

- Developed gamified to-do app concept and advocated for solving user's pain points with productivity. Employed user research to understand customer issues.
- Determined how to incorporate a Tamagotchi effect for motivation and social feed for accountability by making data-informed decisions.

Product Design & 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.
- Implemented card sorting to reduce the site map by 50%. Established complex sort and filter functionality that resulted in a reduction of clicks by 90%.

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

- Increased accessibility by 100% with user interface refinement.
- Transformed insights and data analyzation to restructure site navigation for better usability. Managed content strategy.
- Utilized Fitts' Law to ensure high-interest topics are closest to the user and created recognizable signifiers for calls to action.

Design Skills

Competitive Analysis, Market and User Experience, Product Strategy, Ideation, User Personas, User Testing, Problem-Solving, Task 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 Skills

Visual Design: Adobe CC (Illustrator, Photoshop, InDesign, XD) Sketch, Figma, InVision, MURAL, Miro, Procreate, Pen & Paper *Web:* WordPress, Webflow, CSS, HTML, JavaScript

Education

- Design Systems Study Hall, SuperFriendly, Feb 2021
- **Certificate:** *UX/UI/FE Bootcamp I* 2020, UC Berkeley Extension, Berkeley, CA
- **Certificate:** *Advanced HTML & CSS* | 2017, Santa Rosa Junior College, Santa Rosa, CA
- **Bachelor of Fine Arts:** *Graphic Design/Photography* | Ball State University, Muncie, IN

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. One of 12 selected for a live national review.

Affiliations & Volunteer Work

- AIGA
- Lesbians Who Tech
- Secretary, Letter People, Santa Rosa, CA 2018-2020 | Letter People is dedicated to growing the business community and becoming the hub for LGBTQ professionals in Sonoma County.