



**Heather Jansen** | [www.heatherj.design](http://www.heatherj.design) | hrj.design

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My mission: Make awesome things and get stuff done.

## Professional Experience

### Visual & Product Designer 2020-Present

Self-Employed: Agency and Wine Industry Clients • 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, brand, and product marketing to determine project requirements and use cases. Use metrics, data analytics, and stakeholder feedback to enhance customer experiences.
- 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. Collaborate with developers to debug code and act as the liaison for design, marketing, and development.
- Deliver presentations & explain design thinking to marketing and product owners. Build partnerships via clear communication skills and empathetic understanding.

### Visual & Graphic Designer | 2018-2020 | Fetzer Vineyards | Healdsburg, CA

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

### Graphic Designer | 2018 | Dry Creek Vineyards | Healdsburg, CA

- Advised on web design best practices; suggested accessibility and responsive changes, based on testing, that increased usability on all devices.
- Led creation of new brand positioning through retail POS, increasing placement in stores by 17%.

### Digital & Graphic Designer | 2015-2017 | Self-Employed • Santa Rosa, CA

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

### Creative Product Manager | 2013-2015

National Geographic Society, Book Publishing | Washington, 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 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

### Lead Web 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 refinement.
- Analyzed data into user insights; restructured 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 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, InVision, Pen + Paper, Procreate, Asana, Trello, MURAL, Miro, Slack, CSS, HTML, JavaScript, Webflow, Wordpress

## 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

Design Systems Study Hall,

SuperFriendly, Feb 2021

UC Berkeley Extension, Oct. 2020

Certificate: UX Design 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