

# Mike Heitzke

## UX MANAGER DESIGNER

830.377.2589  
mike@heitzke.com

### SKILLS

A/B testing & strategy  
Product analytics  
Product and customer research  
Product design  
Rapid prototyping  
Usability testing  
User flow analysis and  
diagramming  
Workshop facilitation

### DESIGN & PROTOTYPING

Figma, Sketch, Adobe CS,  
InVision, Marvel

### CODE/WORKFLOW

HTML, CSS, Git, JavaScript,  
ReactJS (functional  
knowledge), RoR, task  
runners

### EDUCATION

Samford University  
BA Graphic Design - 2008

### PERSONAL

Competitive powerlifter,  
wannabe welder, cars with  
3-pedals and horology  
enthusiast.

Technical design leader focused on mentoring teams, as well as assessing, facilitating and building the best solution at the right time. Over the years of filling hybrid design and front-end roles I found myself on many different sides of the product construct and love the entire end-to-end process, especially the cross-functional collaboration required to achieve effective product building.

### WORK

#### HashiCorp - Design Manager

November '21 - June '23

Leading design strategy and a team of designers focused on building and establishing dev.hashicorp.com as the central learning place for all practitioners. We planned out and executed the on the consolidation of 9 disparate informational sites to a centralized learning hub.

#### CarMax - Design Lead

July '21 - November '21

Working in the Logistics space within the Supply domain supporting three teams and defining the domain from a product and design perspective. Duties include discovery, research, facilitation, user flow diagramming to UI implementation and pilot strategy.

#### Asurion - Sr. Manager - Design

April '18 - July '21

Leading growth and strategy for teams as large as 14 designers reimagining Asurion's core insurance product fulfillment process. My last team was focused in building native iOS/Android apps for logistics, fulfillment and facilitating service design of in-home and in-person experiences in highly interesting times.

April '18 - August '19 / Sr. Manager - DesignOps

May '17 - April '18 / UX Principal

October '13 - August '15 / Sr. UX Designer

#### Watchbox/Govberg Watches - Design Lead & Consultant

August '15 - May '17

Full life cycle design and high-level strategy. Conceptualizing business ideas, market research, rapid-prototyping and implementation. Iterating on, improving and rebuilding existing properties in both web and native app environments.

#### ADPList - Design Mentor

October '21 - Current

#### Nossi College of Art - Adjunct instructor

Jan '15 - May '17

#### Isotope11 // Kinetic // GradesFirst - UX/UI Designer & Front-end dev

February '09 - October '13