Heidi Ezop

Detail-oriented. Delivery-focused. Continuous Learner.

Adobe® Dreamweaver, InDesign, Photoshop & XD • Analytics • CRM • CSS • CSS framework • E-mail marketing
HTML • Interactive experiences • Planning, project & task management • Mac® OS • Microsoft® Office • SCSS
Process Improvement • QC • Research • Technology Integration • Testing • Timelines • User journey • UX • Web
design • Web styling • Wireframing, mockups, and prototyping.

- Facilitate UX trends and technology insights
- Master of top-level software and graphics programs
- Identify answers and implement solutions to best-fit projects
- Mentor, train, guide team members

ACCOMPLISHMENTS

Morley Companies, Inc., Saginaw, Michigan | USA 2001 – 2019

Morley is an international organization delivering business process outsourcing, meetings and incentives, exhibits and displays, and global leadership in customer service. Creative services, administration, and information technology enhance these business units. Fortune® 500 clients are in the automotive, chemical, communications, consumer, financial/insurance, government/institutions, healthcare/pharmaceutical, manufacturing, media/publishing/advertising, technology/research, and transportation.

Creative Services and Information Technology

Project Manager | 2018 - 2019

- Following tremendous growth of the company across the USA, spearheaded intranet solution allowing digital communication with and among all associates and locations.
- Implemented digital asset management system housing 30,000+ assets.
- Enhanced search accuracy by categorizing, renaming, and adding metadata to assets.
- Presented new web development to internal clients including a new photo gallery. Gallery photos are uploaded and accessed via digital asset manager API, and efficiently displays 1000+ images to end users.
- Partnered with internal clients to help them understand digital deliverables and requirements.

UX/UI Designer | 2016 – 2018

- Evaluated and implemented CMS that streamlined web presence creation process and shifted content management to non-technical resources.
- Developed page layout templates and fully responsive client-branded style templates using CSS/SCSS
- Provided user experience, QC, and project support for client-branded web templates to deliver shorter. turnaround of publishing hundreds of external client websites.
- Led redesign update of a case entry system originally developed in 2000. Produced interactive mockup as a client demo (resulting in new business) along with approval method for existing sites. Developed styling, provided final QC, and managed 400+ changes.
- Designed digital touch screen kiosk. Produced mockups, developed and provided interactive files, style guide, and Drupal templates.
- Styled 300+ sites yearly, as well as IT Solutions internal-built applications.
- Partnered with IT Solutions (applications development team) on any projects requiring both teams.

Graphic Designer | 2001 – 2016

- Created design concepts to perfection and delivered print-ready final production art.
- Layout and production of print and large-format deliverables
- Master template builder (Microsoft Office and Adobe CC)
- Mac and design software expert (Mac OS, Adobe CC)

Education

Applied Science in Printing Technology, Ferris State University, Big Rapids, Michigan USA

[Email](#) | [LinkedIn](#) | [Portfolio](#) | (989) 284-2088 | Freeland, Michigan