



## **HARD SKILLS**

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- Affinity diagramming
- Accessibility knowledge
- Contextual inquiry
- Design systems
- HTML/CSS/JS
- Feature roadmaps
- Mockup creation
- Persona development
- Project management
- Prototyping
- Survey creation & analysis
- Usability testing
- User interviews
- Wireframing
- Workflow creation
- Workshop facilitation

## **SOFT SKILLS**

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- Building cross-functional partnerships
- Flexibility
- Passion for learning new skills
- Teamwork

## **TOOLS**

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- Axure / Principle
- Figma / Sketch / Balsamiq / Adobe
- Qualtrics
- UserTesting / UserZoom

## **PORTFOLIO**

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- [www.jondeheus.com](http://www.jondeheus.com)

## **GET IN TOUCH**

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- [jdeheus2@gmail.com](mailto:jdeheus2@gmail.com)
- [www.linkedin.com/in/jdeheus](https://www.linkedin.com/in/jdeheus)

## **ABOUT ME**

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I'm a detail-oriented, results driven senior product designer specializing in crafting intuitive, user-centric digital experiences. I have a proven track record in unifying a companies user experience and product vision, and then designing innovative interfaces that enhance user satisfaction and drive business value & goals.

## **EXPERIENCES**

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### **UX Lead**

ONENGINE / JAN 2024 - SEPT 2024

- Oversaw the redesign of a B2B SaaS facility management vertical that contained information heavy flows all while dealing with broad & ambiguous requirements.
- Managed junior product designers through 1:1s, personalized coaching, & collaborative skill-building sessions such as weekly design reviews.
- Worked with product owners to develop requirements for various features & ensure that other product designers understood the given requirements.
- Led the development and refinement of wireframes, high fidelity mockups, and interactive prototypes for various features.
- Utilized participatory design during stakeholder meetings in order to get increased buy-in & get real time feedback on designs.
- Identified opportunities where AI could be utilized to benefit both the business & the end user.

### **Senior Product Designer**

OMNICELL / NOV 2021 - NOV 2023

- Directed the comprehensive redesign of a complex data visualization heavy healthcare SaaS product vertical that resulted in a 50% reduction of unnecessary charts on the homepage.
- Advocated for a clear product vision by pushing leadership for a vision, drafted a vision statement, & then sought alignment with product and engineering before designing the solution.
- Cultivated strong relationships with product & engineering teams, leveraging these connections to lead roadmap planning activities.
- Designed & documented requirements for design system components to drive visual consistency and WCAG compliance.

## INDUSTRY EXPERIENCE

- Automotive
- Facility Management
- Finance
- Healthcare
- Oil & Gas

## EDUCATION

- MS, University Of Michigan
  - Human Computer Interaction
- BS, Drew University
  - Political Science

### Product Designer

FORD CREDIT / NOV 2021 - NOV 2023

- Managed the complete redesign of Ford Credit's customer portal, Account Manager. Employed techniques such as A/B tests in order to gather customer insights & gather testing results which were used to enhance Account Manager.
- Designed and led quarterly courses for emerging product designers, covering fundamental Sketch and InVision techniques.
- Led design thinking courses for cross-functional groups, guiding users through research, synthesis, prototyping, & iterative testing processes.

### Product Designer

FORD AV / MAY 2018 - JUL 2019

- Was the lead designer for the Miami Experience rider app that was used by investors, journalists, and politicians during Ford's Miami Experience.
- Worked in conjunction with product owners to identify and order upcoming app features by priority.

### Product Designer

GORIDE / JAN 2018 - MAY 2018

- Designed the initial customer caring website, billing portal, and email templates for GoRide, Ford's non-emergency medical transportation service.
- Performed ridealongs with drivers in order to gather feedback on the driver app for GoRide.

### UX Designer

BOSCH / APR 2017 - DEC 2017

- Conducted heuristic analyses of existing products & provide recommendations as to how they can be improved.
- Led UX Focus Talks which featured presenters from different Bosch verticals talking about how utilizing UX methods was able to improve the end product.

### Lead UI/UX Architect

GREENLANCER / JUN 2016 - MAR 2017

- Developed & maintained a design repository that detailed website elements as well as best practices that designers and developers should follow when designing new screens.
- Created & maintained a UX backlog containing feature requests from customers as well as the sales & production teams.

### UX Designer

GE OIL & GAS / AUG 2014 - JUN 2016

- Developed and executed a research plan that was used to determine what features users wanted to see in future releases of our product.
- Held participatory design sessions in order to give stakeholders the chance to visualize their ideas