

Jacob Heidtman
Creative Designer
www.jacobheidtman.com

Skills

UI

Visual Design
Prototyping
Design Language Systems
Responsive Design
Custom Illustration

UX

Interaction Design
User Flows
Wireframes
Usability Testing
UX Research
Human Centered Design

Programs

Adobe CC
Sketch
InVision/Studio
Axure
Asana

Experience

Freelance Design

Graphic Design, Illustration, Web Design, UI/UX
March 2019 – Present

Various Freelance clients including Bestica, ORAN Construction, Metcon Construction, CC Minerals, Dominion MMA. Work with clients ranges from corporate identity to website design.

Bestica

UX/UI Freelance Designer
March 2019 – Present

Freelance contract redesigning and developing bestica.com. Refreshed brand identity with updated logo, conceptual wireframes for buy in with leadership, mockups based on different color schemes, InVision prototype, collaboration and implementation with development in WordPress, CMMI documentation for Bestica certification.

USAA

Creative Designer I – UI/UX
July 2016 – March 2019

Designed, tested, and implemented storefront web pages for real estate, investments, and bank digital teams under the Chief Design Office (CDO - which acts as USAA's authority on digital brand standards).

Later assumed role on the "Join" Design team to help rethink the way USAA is creating it's experience for suspects joining USAA. Daily team level collaboration/workshopping/critique, competitive analysis, formative user testing, requirements sprints with stakeholders, affinity mapping (user utterances), insight writing to provoke decision makers to think differently, concepting, design mockups, prototyping, concept testing, as well as modeling and implementation with development teams.

SaveUp

Lead Designer – UI/UX
January 2016 – May 2016

Site and app design. Design mockups, prototypes, aided in development of digital models of website and SaveUp app. Worked in tandem with offshore dev team in Guadalajara. GitHub repository used for collaboration between design and development.

AbbVie

Graphic Design Specialist – Short Term Contract

October 2015 – November 2015

Internal to AbbVie - Aided in creation of marketing collateral for new talent acquisition team. Print design for Veterans Days "Refer a Veteran" Campaign - Postcards, Table-tents. These designs were later translated to web banners, video screens, pop-up banners and email templates.

Internal to HR Dept. - Designed November e-blast in Avature. Sharepoint internal site support for AbbVie Way Ambassadors, web page layout for AbbVie Culture Community along with banners and icons.

USAA

Creative Designer I (Contractor) - UI/UX

May 2013 – January 2015

Managed relationship with Experience Design partners for dynamic marketing on the USAA storefront. Later contributing to efforts such as the Veterans Day, 'How Do You Picture a Hero', and 2013 and 2014 Report to Members Digital Experiences. Later focusing on advice, insurance and bank digital storefront pages where I lead some projects including the USAA Travel Hub and Real Estate Hub, both during a brand design re-fresh, moving from Legacy standards to New Brand standards and patterns.

Dazed INC.

Graphics/Web Designer

September 2011 – February 2013

Produced print and digital ads for publication in San Antonio's, The Current Magazine. Collaboration with Boss Creative for creation of www.lazydazeco.com, (e-commerce site launched in early 2011). Acting as in-house photographer created digital assets from company inventory to be used in print, marketing and advertising. Later responsible for creating franchise marketing and collateral.

U.S.C.G

Firemen E-3

July 2008 – August 2010

E3 Fireman for USCG Station South Padre Island. Crewmember qualified on SPC-LE and UTB. Qualified Marksman and Sharpshooter. Honorably discharged in 2010 to pursue college education.

Romman Inc.

Graphic Design, photography

April 2006 – January 2008

Produced marketing and advertising campaigns for both print and web. In-house photographer for wholesale and retail campaigns. 2 online web storefronts. Later produced product package design for Romman Inc. retail and wholesale products.

Education

Bachelor of Fine Art in Web Design and Interactive Media

The Art Institute of Houston at San Antonio

May 2011 - January 2013