

Jacob Heidtman
Creative Designer
www.jacobheidtman.com

Skills

UI

Visual Design
Prototyping
Design Language Systems
Responsive Design
Custom Illustration
HTML/CSS

UX

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

Programs

Adobe CC
Sketch
InVision/Studio
Axure
Asana

Experience

Aetos LLC

Lead Designer
May 2019 – Present

- Facilitate meeting with clients to evolve customer ideas into sketches/wireframes.
- Lead efforts creating brand identities as well as brand redesigns
- Employ human centered design methodologies i.e. user research, competitive analysis, prototyping and user testing.
- Collaborate with development team to implement code and updates to design.

Bestica

UX/UI Freelance Designer
March 2019 – May 2019

- Refreshed brand identity with updated logo and brand colors.
- Created wireframes for buy in with leadership, mockups based on different color schemes.
- InVision prototype created in Sketch.
- Collaboration and implementation with development team to get site into production.

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).
- Promoted to role on a team of 6 peers within Chief Design Office that focused on created end to end experiences for prospective members and suspect members to join 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
 - Prototyping with InVision, Sketch and Axure
 - concept testing

- Modeling and implementation with development teams.

SaveUp

Lead Designer – UI/UX

January 2016 – May 2016

- Designed 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 teams.

AbbVie

Graphic Design Specialist – Short Term Contract

October 2015 – November 2015

- 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.
- Contributed to efforts such as the Veterans Day, ‘How Do You Picture a Hero’, and 2013 and 2014 Report to Members Digital Experiences.
- Later focused on advice, insurance and bank digital storefront pages where I lead some projects including the USAA Travel Hub and Real Estate Hub, both taking place during a brand design re-fresh, where USAA digital design was 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).
- Acted as in-house photographer created digital assets from company inventory to be used in print, marketing and advertising.
- 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.

Education

Bachelor of Fine Art in Web Design and Interactive Media

The Art Institute of Houston at San Antonio

May 2011 - January 2013