

MICHELLE HEFFNER

UX/UI DESIGNER



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EDUCATION

B.S. in Media Arts & Design

James Madison University
Harrisonburg, VA // London, UK
August 2011 - August 2015

User Experience Design

General Assembly
March 2019

TECHNICAL SKILLS

Strong working knowledge of a range of graphic software, but not limited to the following:

- ▲ Adobe XD
- ▲ Sketch
- ▲ Figma
- ▲ Invision
- ▲ Adobe InDesign
- ▲ Adobe Photoshop
- ▲ Adobe Illustrator
- ▲ HTML 5/CSS

TRANSFERABLE SKILLS

- ▲ Problem solving
- ▲ User focused
- ▲ Research
- ▲ Usability Testing
- ▲ Team Collaboration
- ▲ Leadership
- ▲ Analytics
- ▲ Communications

LEADERSHIP

- ▲ Vice President of Women's Networking Group

PROFILE

Passionate and user-focused designer with **5+ years experience** in graphic design and client relations. Success in increasing customer engagement through visual design, user research, and team collaboration. Extremely detail-oriented in providing strong deliverables to clients and users. Enjoys problem-solving and creating innovative concepts that are adaptable. Seeking to build seamless products for users by applying extensive design and client knowledge.

WORK EXPERIENCE

Visual Information Specialist

September 2018 - Present

E3 Sentinel – Arlington, VA

E3 Sentinel is a mid-size management consulting firm of about 1000 employees that provides government services and solutions to federal agencies.

- Perform **user research** to analyze data for optimal website redesign.
- Develop **wireframes and prototypes** that contribute to **user-centered design** efforts.
- Led the communications team and federal clients through strategic marketing processes for all marketing requests from stakeholders and leadership.
- Designed recurring interactive marketing campaigns for department events, agency updates, and employee recognition that **improved employee engagement by 16%**.
- Streamlined and prioritized workflow to meet all marketing deadlines through analyzed data and content management.

Graphic Designer & Social Media Specialist

July 2016 - August 2018

The Dental Spa – Lake Ridge, VA

The Dental Spa is a small dental practice of 15 employees providing tranquil dental experiences to over 8,000 patients annually.

- Developed engaging social media campaigns that resulted in a **142% increase in follower interaction** on the company's Facebook page through content strategy, company transparency, promoted sales, and high-quality designs.
- Managed the business brand by maintaining a consistent message across all marketing materials and promoting success stories to customers online & offline.
- Designed and distributed promotional service ads that pulled new clientele.

Graphic Designer

February 2015 - April 2016

Campus Cookies LLC – Harrisonburg, VA

Campus Cookies LLC is a small food and drink company servicing the local areas of Harrisonburg, VA and Blacksburg, VA.

- Produced both digital and printable designs for the company's website, delivery products, and social media promotions that **boosted brand recognition and guided product placement**.
- Led the development, and implementation of graphics, layouts, and productions.
- Collaborated with leadership to problem solve any issues with vendors or users.