

Chris Heckman

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EXPERIENCE

Lovingly | 2022-2023

UX & UI Designer

- Utilized knowledge of behavioral science and best practices to identify opportunities for improving site design and creating a superior user experience.
- Designed new interfaces and optimized existing designs to enhance conversion rates and improve overall user engagement.
- Collaborated with product, marketing, advertising, and sales teams to align design strategies with business objectives and data-driven insights.
- Produced site maps, user flows, wireframes, mockups, and prototypes.

Kubica Corp | 2021

UX & UI Designer

- Ensured a cohesive design system and user experience across multiple software platforms such as CRMs, mobile apps, websites, and touch-based interfaces.
- Created a unified visual language to improve the overall user experience.

Entertainment | 2013-2021

Senior Web Designer & Developer

- Specialized in interactive design for consumer-facing products.
- Created user experiences for multiple mobile apps, developed and built direct-to-consumer (D2C) e-commerce stores and blogs, and designed various websites using Bootstrap and WordPress.
- Developed banner ads, social media posts, product launches, logos, brochures, and in-store displays.

Brand Labs | 2012-2013

UI Developer

- Utilized front-end development skills to build custom Volusion-based stores, landing pages, email campaigns, and blogs using HTML, CSS, jQuery, and WordPress.
- Served as a liaison between departments to improve communication.

Identity | 2007-2012

Senior Web Designer & Developer

- Designed and developed various websites using both CMS systems like WordPress and static HTML & CSS.
- Created email campaigns and ads, as well as non-web related print items such as logos, brochures, business cards, and invitations.

Freelance | 2002-2021

Designer, UX Designer & Developer

- Worked on a variety of freelance projects, including website design, development, and maintenance, t-shirts, album design/packaging, posters, interactive design, forms, booklets, brochures, DVD packaging, and more.
- Partnered with design agencies, software developers, health insurance companies, PR firms, screen printers, teachers, and bands to deliver high quality work.

SKILLS

HTML	CSS	Bootstrap	Wordpress	Adobe Photoshop	Adobe XD	Adobe Illustrator
Adobe InDesign	Figma	Slack	UX	UI	Organized	Problem Solver

EDUCATION

Ferris State University, Bachelors of Science in Visual Design and Web Media