

Chris Heckman

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SUMMARY

Results-driven UX & UI Designer with over 10 years of experience, adept at creating great user experiences by applying insights and best practices. Skilled in designing interfaces that optimize conversion rates and drive user engagement. Collaborative team player, capable of aligning design strategies with business objectives. Proficient in producing site maps, user flows, wireframes, mockups, interactive prototypes, and design systems.

EXPERIENCE

Altarum | 2023-2025

UI & UX Designer

- Led comprehensive UI/UX design strategies, delivering user-centered solutions aligned with client needs, business goals and best practices.
- Designed user flows, wireframes, prototypes, and interfaces, ensuring 508 compliance, consistency, and optimal user experiences.
- Collaborated with product owners, stakeholders, and developers to translate user research into intuitive design solutions.
- Applied user research to guide design decisions, enhancing usability and staying current with UX trends.

Lovingly | 2022-2023

UI & UX Designer

- Translated behavioral science insights into actionable design improvements, resulting in a 5% increase in site engagement.
- Aligned design strategies with business objectives by collaborating closely with product, marketing, advertising, and sales teams.
- Produced comprehensive site maps, user flows, wireframes, mockups, and interactive prototypes.

Kubica Corp | 2021

UI & UX Designer

- Ensured a cohesive design system and user experience across multiple software platforms, including CRMs, mobile apps, websites, and touch-based interfaces.
- Led the creation of a unified visual language, streamlining user interactions and reducing onboarding time by 10%.

Entertainment | 2013-2021

Senior Web Designer & Developer

- Designed and developed interactive mobile apps, D2C e-commerce stores, and websites, incorporating Bootstrap, Shopify, and WordPress.
- Produced engaging visual content, including banner ads, social media posts, product launches, logos, brochures, and in-store displays.

Brand Labs | 2012-2013

UI Developer

- Developed custom Volusion-based stores, landing pages, email campaigns, and blogs using HTML, CSS, jQuery, and WordPress.
- Facilitated cross-departmental communication to enhance project efficiency.

Identity | 2007-2012

Senior Web Designer & Developer

- Created user-friendly websites using WordPress and static HTML & CSS, enhancing user experience and interaction.
- Designed print materials such as logos, brochures, business cards, and invitations.

SKILLS

UX Design	UI Design	Figma	Wireframes	HTML	CSS	Bootstrap
Wordpress	Photoshop	A/B Testing	Illustrator	VWO	Organized	Problem Solver

EDUCATION

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