

# ERIC HEIL

## PRODUCT UX DESIGNER

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### EXPERIENCE

#### SR. PRODUCT DESIGNER

Lowe's Inc.

2020 - Present

- Orchestrated intake, sizing and planning of product features.
- Organized design thinking workshops and created top level strategy for key initiatives such as Wallet, MVPs Pro Rewards Program, Installations & Haul Away, Cart, Checkout, Order History, Order Details, Returns, Cancellations, Order Tracking and Pickup Lockers.
- Created product timelines and delegated sub-tasks.
- Produced competitive analysis, research and validation.
- Created wireframes, final designs and prototypes.
- Conducted weekly design critiques and mentored jr. designers.
- Built strong relationships with product managers, directors, marketing and legal and facilitated clear communication and positive outcomes through well organized deliverables, kindness, and empathy.

#### SR. PRODUCT DESIGNER

Wells Fargo

2013-2020

- Served as the Sr. Product Designer on several high visibility Wells Fargo agile projects including Control Tower and My Wells Fargo Deals/Rewards, Account Summary and Account Details
- Created all product design related materials and deliverables including wires frames mock-ups, icons, and redlines.
- Worked closely with vendors, line of business, product partners, and experience design team leadership to ensure all stakeholders visual design needs and concerns were addressed promptly and efficiently.
- Conducted user acceptance research and collected user feedback to ensure end user experiences exceed their expectations.

### CONTACT

704-264-7895

2543 Lytham Dr.

Charlotte, NC 28210

ech10001@gmail.com

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### SUMMARY

I am a qualified and professional product designer with ten years of experience helping enterprise companies deliver game changing user experiences. Strong creative and analytical skills. Team player with an eye for detail.

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### SKILLS

- Visual Design (Figma, Sketch)
- Design Thinking
- Wireframe Creation / User Stories
- Product Strategy
- Prototyping (Axure, Invision)
- Front End Coding (CSS, Javascript)
- Backend Tech (PHP, MySQL)
- Project Management (Jira)
- Research and Data Analytics

## **VISUAL DESIGNER / FRONT END DEVELOPER**

**Vectorvest Inc.**

**2012 - 2013**

- Created online advertisements, newsletters, and other digital assets for Vectorvest.com.
- Worked closely with marketing partners to deliver on-brand digital marketing materials.

## **VISUAL DESIGNER**

**Belk.com**

**2011 - 2012**

- Model and product image re-touching, storage, and uploading for belk.com e-commerce site.
- Created product layout and page templates.

## **VISUAL DESIGNER / FULL STACK DEVELOPER**

**Cruisenow.com**

**2010 - 2011**

- Re-designed and developed entire Cruisenow.com homepage from graphic mock-up to final mark-up.
- Added a JavaScript recent blog scroller, Cruise Tips and Cruise News flash module to display Cruise News Video and cruising tips.
- Implemented a JavaScript banner rotator, a featured video flash module connected to the existing C.M.S, a new search engine friendly footer, and all of the graphics necessary for completion.
- Developed application in which users entered their e-mail address on a landing page for a chance to win a Royal Caribbean Cruise. Once users submitted, they were given the opportunity to gain extra entries by clicking the available links to CruiseNow.com social networking outlets such as YouTube, Facebook, Twitter, or an RSS feed.

## **VISUAL DESIGNER / FRONT END DEVELOPER**

**Techstyle Design**

**2008 - 2011**

- Created branding from the ground up for clients including logo design, web page design, search engine optimization, and application development.

- Created custom graphics and web pages using the Adobe Creative Suite.
- Responsible for budget and planning of all projects.

## **DESIGN & DEVELOPMENT INTERN**

### **Lodestone Digital**

**2006**

- Designed multiple print ad designs published in the Charlotte Business Journal,
- Re-designed entire Lodestone Digital webpage which included flash web banner design.
- Developed XML loaded mp3/flv audio video player for lodestone.com.
- Responsible for setup, maintenance, and repair of all classroom computers.

## **GRAPHIC DESIGN INTERN**

### **Anabliss Design**

**2005**

- Assisted Sr. Graphic Designers with all facets of the design process from conception to completion.
- Included projects for Coors Light, Keystone Light, The Brass Bed, The Cable Center, and the National Conference of State Legislation.

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## **E D U C A T I O N**

**2002 - 2006**

### **EAST CAROLINA UNIVERSITY**

**Fine Art Major, concentration in Graphic Design**

**1998-2002**

### **CHARLOTTE CATHOLIC HIGH SCHOOL**

**Awarded "Most Creative" Senior Superlative**

## **P O R T F O L I O**

[ericheil.com](http://ericheil.com)