ERIC HEIL

PRODUCT UX DESIGNER

EXPERIENCE

SR./LEAD PRODUCT DESIGNER

Lowe's Inc.

SR. 2019 - 2022 / LEAD 2022 - 2026

- Orchestrated intake, sizing and planning of product features.
- Organized design thinking workshops and created top level strategy for key initiatives such as Wallet, Pro Loyalty, Installations & Haul Away, Cart, Checkout, Order History, Order Details, Returns, Cancellations, Order Tracking, Pickup Lockers, Masthead, PLP, PDP, Home Decor & KnB DCRs
- 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

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SUMMARY

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

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.

EDUCATION

2002 - 2006

EAST CAROLINA UNIVERSITY

Fine Art Major, concentration in Graphic Design

1998-2002

CHARLOTTE CATHOLIC HIGH SCHOOL

Awarded "Most Creative" Senior Superlative

PORTFOLIO

ericheil.com