MATT HEILMAN

mateo@mheilman.com

Digital Experience Craftsman
Seattle Washington

Contact

509.218.8964

mateo@mheilman.com

www.mheilman.com

Education

Eastern Washington University
Visual Communication BA
Comp. Science Multimedia Focus BA

Proficiency

Sketching

8

Creativity

10

Eye for detail

9

Communication

8

Technical Skills

Adobe Illustrator
Adobe XD
Adobe Photoshop
Omnigraffle
Axure
Invision
Proto.io
POP
HTML & CSS

Methodologies

User stories
User flows
Information architecture
Wireframing
User testing
Prototyping
User interviews
Card sorting
A/B testing
Atomic design
Persona development

2016

Lead User Experience Designer
January 2015 to Present
Castle (Quantum team) - Seattle

castle.quantum.com

Played a key role in establishing user experience design principles for Castle by creating and maintaining a fully functional pattern library and design language with my development counterparts.

Worked cross team to deliver a fully responsive web app experiences that were across all device sizes.

Worked the full stack of user experience, from customer feedback all the way to design hand off to the development team.

Worked with the product team to implement and drive a user testing process in a company that had traditionally not leveraged user feedback.

Created fully functional and immersive prototypes that were used to validate product direction.

Instrumental in building and evangelizing user experience design in an organization that lack the function.

2015

Senior User Experience Designer
July 2014 to January 2015
Realself - Seattle

www.realself.com

Worked directly with the PM and Executive teams to define the product requirements and experience for the V1 release of their iOS App.

Responsible for creating conceptual sketches, user flows and wireframes. Worked with the product team to iterate on the designs to match user intent.

Played a key role in validating the user experience as early as possible with functional prototypes.

2014

Lead User Experience Designer
June 2013 to July 2014
Symform (Acquired) - Seattle

www.symform.com

Instrumental in producing high quality wireframes for all platforms including iOS, Android, Web, NAS and Marketing sites.

Worked with product owners to define key areas of focus for analytics integration and measured success through user / business defined work flows / funnels.

Worked cross team to deliver high quality designs along with HTML/CSS redlines to define the experience and how it integrated into the framework.

Instrumental in building a responsive experience and brand that worked well on multiple screen sizes and utilized bootstrap in a quick and efficient manner.

Worked with product owners to conduct user research and interviews which help better define the product and how it related to the persona's developed for the product.

2013

Senior Mobile User Experience Designer / Manager
February 2012 to May 2013
Nordstrom - Seattle
www.nordstrom.com

Instrumental in influencing user experience across iPhone, iPad and our Mobile Optimized Website.

Worked with mobile producers and product owners to clearly define feature sets and requirements

Evangelized UX in the Agile development environment and worked to improve relations with our development counterparts.

Worked with our user testing counterparts to produce prototypes and identify areas of refinement through user testing.

Provided guidance and mentored junior designers on the mobile design team.

Instrumental in hiring top tier design talent for the team and working across the organization to provide UX resources.

2012

Senior User Experience Designer
September 2011 to February 2012
Doxo - Seattle
www.doxo.com

Drove the User Experience design of both the web application and marketing sites the Doxo provider offering.

Instrumental in designing a Android phone and tablet application that encompassed the functionality of our iOS offering but also followed the Android experience design guidelines.

Worked with the marketing team to create material including brochures and direct mailers to drive provider adoption.

Worked directly with the PM and executive team to define the user experience goals across both native mobile and web.

MATT
HEILMAN

"Matt assessed the goals and requirements of the users, collaborated easily with the PMs and developers, and drove the product toward an intuitive and well-designed solution."

Sarah Durkee
UX Designer Amazon

2011

Creative Director
July 2008 to September 2011
Moz (formerly SEOmoz) - Seattle

www.moz.com

Instrumental in creating a visual brand for SEOmoz and MOZ as well as creating a corporate style guide and making sure guidelines were met in all product and print material.

Collaborated with the VP of Product and PMs on the creation of new visual assets and product designs.

Worked directly with the VP of Marketing in creating and implementing marketing material, both physical and digital.

Instrumental in recruiting and hiring on designers that fit both the design sensibilities and culture of SEOmoz.

Managed off site design contractors and worked with design firms when getting overflow design work produced.

Played a key role in designing and implementing product designs, from IA to pattern libraries concept style guides.

Instrumental in product design decisions and conceptual UI/UX work. Worked to inspire great product design.

Played a key role in creating design deliverables and working with either in house designers or contractors to meet those deliverables.

2009

Senior Visual Designer
July 2008 to July 2009
Action Engine (Acquired) - Bellevue

www.actionengine.com

Held a key role in producing high quality mobile app prototypes and mock ups for Capitol Records, CBS Radio, Sports Illustrated, Thumbplay, Disney and various other potential customers.

Designed and produced user interfaces for a variety of high profile customers that were
Implemented on various different mobile devices, screen sizes and resolutions.

Held a key role in keeping the look and feel of Action Engine in all new designs.

Worked in directly with the Creative Director and UI manager in designing appealing mobile user interfaces for customers based off customer approved wireframes.

Worked in conjunction with the Creative Director to produce high quality Flash Prototypes for customers and sales presentations.

Assisted the marketing department with various marketing material including print, web and email newsletters.

MATT
HEILMAN

"I embarked on a three month journey to find a world-class designer who could lead that transformation. Matt is that designer. His impact was felt in the very first sprint that he participated in, and his outstanding interaction design and graphical design skills literally transformed the product and the company's trajectory. "

Omri Gazitt
VP Hewlitt Packard

Visual Designer
April 2005 to July 2007
Openeye - Spokane

www.openeye.com

Designed and implemented User Interfaces for both our companies and our OEM partners including Toshiba and Honeywell.

Worked in conjunction with the director of marketing to produce print, web and digital marketing material for multiple OEM companies including our two in house companies.

Instrumental in designing and producing various marketing material including coupons, direct mailers, sales sheets and product brochures.

Designed, coded and maintained websites for multiple OEM partners including our own sites.

Worked directly with local print companies to produce high quality marketing material including stationaries, brochures, manuals and product packaging.

Collaborated with in house and OEM product managers as well as IT technicians to produce technically accurate sales material and product descriptions.

MATT HEILMAN

"It's not talent alone, however, that makes Matt great. Though he is immensely talented, what separates Matt from the design pack is that he's fast and incredibly easy to work with."

Sam Niccolls
CEO Consumer Advocate Group