



Heather Keller

Visual and UX Designer with a human-centric design approach rooted in research and concept development.

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WORK EXPERIENCE

Freelance UX, IxD & Visual Design

This Terrible Place - Seattle, WA - 2009 to Present

- Worked for 20+ clients of various industries from insurance to food manufacturing
- Led small collaborative teams to accomplish client goals
- Showed clients' digital design iterations with wireframes, lo-fi mockups, and hi-fi mockups
- Implemented and documented design style guides
- Presented and pitched work to customers and facilitated feedback
- Proactively assessed and recommended improvements to the visual design and UX design
- Visualized design problems and information in ways that were easy for other team members to comprehend
- Creatively worked around challenging resource and technical limitations
- Led and mentored junior designers
- Worked collaboratively with developers for design implementations

Marketing Director

Sahouri Insurance & Financial - McLean, VA - February 2013 to August 2014

- Led a marketing design communications team of 5
- Collaborated in the creation of their first mobile experience
- Redesigned the company's website
- Created new print collateral and designed proposals
- Increased their market value within the diplomatic arena and met with ambassadors and diplomats at NAFSA

*Remotely worked for Sahouri Insurance past October 2013 on a contract basis for till August 2014 as a Visual, UX, and Interaction Designer

Marketing Coordinator

Dizzy Pig BBQ Company - Manassas, VA - May 2011 to February 2013

- Created a marketing plan based on research collected through Google Analytics and SQL database

- Increased sales from ~\$500,000 to +\$1mil with the use of social media and grassroots marketing, along with customized geo-targeted advertising and web pages
- Implemented the use of Basecamp, a project management software similar to Salesforce, with a small team for B2B product sales
- Collaborated on the company's website redesign for both desktop and mobile

*Remotely worked for Dizzy Pig BBQ Company for an additional three years on a contract basis as a Brand Consultant and User Experience Designer

Designer

The Soundry - Vienna, VA - May 2010 to May 2011

- Designed promotional graphics for events as well as graphics to support the sales of in-house merchandise
- Assisted in event coordination for monthly art gallery openings and performances

EDUCATION

Master of Science in Business with a Concentration in Experience Design

Virginia Commonwealth University's Brandcenter - Richmond, VA - August 2014 to May 2016 GPA 3.86

Bachelor of Science in Mass Communications with a Concentration in Art Direction

Virginia Commonwealth University - Richmond, VA - August 2005 to May 2009

SKILLS + TOOLS

User Experience Design, Adobe Creative Cloud, InVision, Sketch, HTML 5, Javascript, Research, User Testing, Prototyping, User Interface Design, Branding, Arduino, Wordpress, Typography, 3D Printing, Final Cut Pro, Photography, Omnigraffle, Keynote, CSS3, Laser Cutting, Concept Development, Illustration

VOLUNTEER

No Vacancy RVA/Homeward

User Experience Designer and Web Development 2015-Present

Capital One Design Jam

User Experience Designer / Rapid Prototyping August 2015

Police Unity Tour Chapter IV

Website Development & Graphics Jul 2014 – Jul 2014