

# Jacob Heidtman

## UX Design / Illustration

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### Objective:

To join a great team where I can utilize my user design experience along with my drawing, design and typography skills to solve real business problems.

### Skills:

- Creates useable layouts, graphics and typography for production.
- Website and web application design and development.
- Comfortable with agile and iterative development methods.
- User experience practices i.e. user research, whiteboarding, wireframes, process flows, usability tests, mockups, accessibility compliance.
- Excellent hand drawing skills.
- Comfortable working with a team, excellent communication skills and self motivated.

### Technologies:

- Web Languages: HTML5, CSS3, JQuery
- Design Tools: Adobe CS 6: Illustrator, Photoshop
- Developer Tools: Dreamweaver, Sublime Text 3, Chrome Dev Tools
- Other Software: Microsoft Office, InDesign, AfterEffects, PremierePro, Audition, Flash and Bridge

### Work Experience:

#### AbbVie - Graphic Design Specialist (October 2015 - November 2015 - Short-term Contract)

- Designed marketing collateral for new talent acquisition.
  - Veterans Days "Refer a Veteran" Campaign - Postcards, Table-tents, web banners, video screens, pop-up banners and email templates.
  - Designed November E-Blast in Avature.
  - Sharepoint internal site support for AbbVie Way Ambassadors, AbbVie Culture Community - Page layout, banners and icons.

#### USAA - UX Designer (July 2013 - August 2015)

- Designed webpages in Photoshop according to business specifications and USAA brand guidelines.
  - Mortgage and Real Estate combined page redesign on mobile and dotcom.
  - 2014 Report to Members mobile page, and 2015 Report to Members Digital Experience.
  - 2013's "How Do You Picture a Hero?" photo salute.
  - Travel Savings Product Page and Shopping and Discounts Main redesigns.
- Designed process flows for internal mobile applications.
  - Fitness app, eFit, for USAA employees.
  - Mobile scheduling app, IEX, for USAA employees.
- Created website wireframes for quick feedback.
- Communicated with business to meet project requirements and deadlines.

### **USAA - UX Designer (Continued)**

- Internal logo design for Agile Center of Excellence and eibi (Enterprise Information Business Infrastructure.)
- Assisted USAA design governance updating design pattern library in 2013.
- Completed USAA web accessibility training.
- Coded web pages to meet accessibility standards.
- USAA.com homepage banner design.
- Usability tested mockups for user interaction feedback.
- Experience using an enterprise level web content manager, Tridion and WCM.

### **Dazed Inc. - Graphic - Web Designer (2010 - 2011)**

- Designed numerous print advertisements for publication in San Antonio's, The Current Magazine.
- Collaborated with Boss Creative in San Antonio to create [www.lazydazeco.com](http://www.lazydazeco.com). E-commerce site launched in early 2011.
- In house photographer responsible for photographing company inventory for use in print, marketing and advertising.
- Business card design
- Franchise collateral design
  - Business plan layout
  - Franchise informational brochures

### **USCG - Fireman E3 (2009 - 2010)**

- Fireman E3 for Engineering Department Station South Padre Island.
- Crewmember qualified on SPC-LE and UTB.
- Qualified Marksman and Sharpshooter.

### **Romman - Graphic Designer (2006 - 2008)**

- Marketing and advertising for both print and web.
  - Website graphics
  - Company business Cards
  - Wholesale Catalogue
  - Numerous print advertisements for publication, B.I.G. Industry Show.
- Product photography for use on website and print ads.
- Package design

### **Freelance - Graphic/Web Designer (2005 - Present)**

- SocialIce Incorporated
  - Logo Design, package design, print layouts, video editing, sticker design, site maintenance, E-blast using Constant Contact, web banners and business cards.
- Specialty Ins. Managers
  - Print and web marketing: Banner design, print and web. Magazine ad design.
- Boerne Market Days
  - Website maintenance

## **Education**

### **The Art Institute of San Antonio (2011-2013)**

Bachelor of Fine Arts in Web Design and Interactive Media

## **References**

### **Melissa Aufmann - Talent Proposition, AbbVie**

Department Manager - (847) 938-7551 - melissa.aufmann@abbvie.com

### **Billy Connolly - Enterprise Design Services, USAA**

Department Manager - (210) 896-8545 - billy.connolly@usaa.com

### **Skylar Kieschnick - Bank of Hawaii**

Treasury Operations Analyst II - (210) 542-8287 - skies62@yahoo.com

### **Leticia Medina - AbbVie**

Associate Director, Animal Welfare and Compliance - (847) 309-0592 - letty.medina@abbvie.com