

BETH HEASLEY

DESIGNER

SUMMARY

Passionate designer with 18 years professional experience and six years in the digital, design, and ecommerce space. Organized, approachable, and comfortable collaborating with multi-disciplinary teams. An intuitive, problem-solver with a solid knowledge of business, interactive, omni-channel, project management, and creating unique digital experiences for Fortune 500 companies.

EDUCATION

DESIGN

Portfolio Center 2010 - 2013

INTEGRATED MESSAGE

Atlanta School of Massage 2002-2003

BACHELOR OF ARTS, PHILOSOPHY

Emory University 1994-1996

SKILLS

SOFTWARE

Adobe: Photoshop, Illustrator, InDesign, Acrobat.

Microsoft Office Suite (including PowerPoint, Visio and Project)

Basic understanding of HTML/CSS, Dreamweaver, Flash,

JavaScript, Balsamiq, Axure, After Effects

File Management, File Design Structure & Naming Conventions, Documentation, Style Guides.

Capable of working in Windows or Mac environment.

EXPERIENCE

FREELANCE DESIGNER

2012 - Present

EH Design

Problem-solver. Experienced in print collateral, form and packaging, logos, branding, responsive website and mobile design, omni-channel retailing, production, color theory and typographical layout.

INTERACTIVE/VISUAL DESIGNER 2013 - 2016

SapientNitro

Michaels: Lead designer for their website ecommerce redesign and facilitated transition to offshore development.

Home Depot: Provided design support for their in-aisle kiosk experience. Provided internal design assistance.

MD Anderson: Worked on their digital redesign and creation of styleguide.

Provided additional design assistance for Good Humor, and Regions Bank. Decks for Michelin, CBL Properties, and MDA.

NEUROMUSCULAR THERAPIST

2003 - Present

Sage Integrated Bodywork

Manages all aspects of running an individual practice including marketing, finances, website development, and administrative duties. Performs therapeutic massage and bodywork.

DOCUMENTATION SPECIALIST

2007 - 2010

ShopVisible, LLC

Bridged several roles in this start-up software company; including sales, marketing, finances, design, and administrative duties. Instrumental in the formation of company structure including the organization of processes. Prepared service agreements and form creation for sales and HR documents. Responsible for software release documentation & internal file management. Project Manager for Salesforce and Fuze knowledge base implementations.

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