

Beth Heasley

Designer

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539 Webster Drive #1, Decatur, GA 30033

SUMMARY

Professional with 10+ years experience specializing 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 companies ranging from small to Fortune 500.

SKILLS

Adobe CC: Photoshop, Illustrator, InDesign, Acrobat.
Microsoft Office Suite (including PowerPoint, Visio and Project), HTML/CSS, Brackets, Sublime, Flash, Github,
Basic use of JavaScript, Balsamiq, Axure, After Effects
File Management, File Design Structure and Naming Conventions, Documentation, Style Guides.
Capable of working in Windows or Mac environment.

EDUCATION

GRADUATE STUDIES, DESIGN

Portfolio Center

INTEGRATED MESSAGE

Atlanta School of Massage

BACHELOR OF ARTS, PHILOSOPHY

Emory University

EXPERIENCE

FREELANCE DESIGNER **2012–Present**
EH Design

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

INTERACTIVE/VISUAL DESIGNER **2013–2016**
SapientNitro

Lead designer for ecommerce redesign and facilitated transition to offshore development, styleguide creation, internal design assistance and creation of presentation decks.

NEUROMUSCULAR THERAPIST **2003–2017**
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, project management, design, & technical documentation. Instrumental in the formation of company structure.