

# BETH HEASLEY

DESIGNER

Mobile: 404.822.0578  
elizabeth.heasley@gmail.com  
www.heasleydesign.com  
Decatur, Georgia

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## 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. XD  
Microsoft Office Suite (including PowerPoint, Visio and Project), HTML/CSS, Brackets, Sublime, Flash, Github, JavaScript, WordPress, 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 MASSAGE & DEEP TISSUE THERAPY

Atlanta School of Massage

### BACHELOR OF ARTS, PHILOSOPHY

Emory University

## EXPERIENCE

### FREELANCE DESIGNER

2012–Present

HeasleyCreative

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

2003–2019

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.