

# BETH HEASLEY

## DESIGNER

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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), HTML/CSS, Brackets, Sublime, Flash, Github, JavaScript, WordPress, Balsamiq, Axure, Adobe Experience Manager  
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

### SENIOR DIGITAL DESIGNER

**2019–Present**

Georgia Power

Designed and developed pages for Georgia Power's external website. Provided design assistance and assets to intranet, social team, and email marketing.

### 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.

### 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.