

BETH HEASLEY

DESIGNER

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www.heasleydesign.com
Decatur, Georgia

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: XD, Photoshop, Illustrator, InDesign.
Figma, Github, HTML/CSS, WordPress, Balsamiq, Axure, Adobe Experience Manager.
File Design Structure and Naming Conventions, Microsoft Office Suite, 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

2019–2024

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

2012–2024

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.