

# HEATHER NEISES

Denver, CO, USA

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## SUMMARY

UX Strategist and UI Designer with a strong knowledge of the Shopify Platform and e-commerce best practices based on the research from the Baymard Institute. Strong project manager that excels in efficiency, setting short and long term deadlines, and completion of tasks. History of successful digital marketing through campaigns and contract based assignments. Focused on channeling talent and creativity into meaningful and powerful results.

## TECHNICAL SKILLS

**Technical:** Figma, HTML, CSS, Monday, Shopify | **UX/UI:** A/B Testing, Affinity Diagrams, Competitor Analysis, Data Analysis, Information Architecture, Journey Mapping, Persona, Interactive Prototype, Qualitative Research, Quantitative Research, Surveys, Task Analysis, Usability Testing, User Interviews, Stakeholder Interviews, User Flow, User Interaction, User-Centered Design, Wireframe.

## RELEVANT EXPERIENCE

### UX Strategist & Project Manager Plug Digital Inc.

October 2021 - Current  
Denver, CO

Responsible for self managing to prioritize tasks and be highly communicative on all project statuses and challenges. Project management that includes strategizing and creating solutions with user-centered designs for e-commerce clients across multiple industries. Research tasks required to be met with a high level of results include: clients' industry, business competitors, business model, customer base, target audience, and user testing. Responsible for critical thinking to present findings and best practices for user experience that drive growth for business goals. Highly skilled in the Figma UI design program to create/update design files, client hand-off prototypes, and annotated hand-offs for developers.

#### *Key Accomplishments:*

- Knowledge of the Shopify Platform to understand the theme customizer and usability functions
- Website design and product subscription user flow updates helped boost AOV, recurring users, subscriptions by over 200%
- Increase KPIs through continuous website testing and user experience improvements based on e-commerce best practices

### Marketing Coordinator Chicago Title of Colorado

May 2017- August 2017  
Denver, CO

Responsible for complete website redesign through individual web page mockups and brand upkeep. Increased use of digital marketing and taught Sales Associates techniques for self-promotion.

#### *Key Accomplishments:*

- Marketing Manager for the entire state of Colorado with 7 offices
- Increased digital marketing use of the sales associates
- Redesign of the website

### Lead Marketing Coordinator TrailRidge Realty

June 2015 – May 2017  
Lafayette, CO

Responsible for management and upkeep of the website - blog, informational sections, and customer inquiries. Efficient communication with users through digital marketing and SEO knowledge. Created site maps, user flows, and user interaction. Successful use of A/B testing and competitor analysis for new brand awareness, decreased bounce rates, and increased conversion rates.

#### *Key Accomplishments:*

- First page SEO searches for at least 5 major keywords for the website
- Successfully marketed new branding with new logo
- Decreased bounce rates

- Increased conversion rates

## ADDITIONAL EXPERIENCE

### Customer Relations Manager Lafayette Companion Animal Hospital

October 2019 – October 2021  
Lafayette, CO

Assist and maintain customer relationships through friendly and knowledgeable interactions. Organize and update the front end of the clinic. Implement new and efficient systems for management of the clinic, customer satisfaction, and marketing. Understand and provide knowledge of the services provided and industry changes.

#### *Key Accomplishments:*

- Implemented new organization system for customer communications
- Increased amount of customers
- Increased return user number

### Marketing Material Designer Freelancer

January 2018 - October 2021  
Remote

Project based contracts with small companies and one-on-one clients. Creation of digital and paper marketing materials pertaining to their work through individual requests. Use of requested software to ensure they have access to it in the future.

## PROJECTS

### Roasty Ghost Coffee Website Design |

<https://docs.google.com/presentation/d/1cFoskCSQAi7D98FrinARh6H0PCwHF2AXkCxXD6l0W9pk/edit?usp=sharing>

- Connected with a local start-up company to create a website from ground-up. Conducted user, stakeholder, and competitor research. Created UI elements, style guides, wireframes, and prototypes.
- Project Manager, User Researcher, User Centered Designer
- Figma, Trello, Miro, GitHub, Anima

### Colorado Beagle Rescue Website Redesign |

[https://docs.google.com/presentation/d/1S\\_ZI7pKWPUdKtZydpNE5dGV4lrQbsDasB\\_MMlz8PQs/edit?usp=sharing](https://docs.google.com/presentation/d/1S_ZI7pKWPUdKtZydpNE5dGV4lrQbsDasB_MMlz8PQs/edit?usp=sharing)

- Complete redesign of a non-profit website for the UX/UI Bootcamp. Redesign that is centered around the user to gain more knowledge and have a more efficient way of adopting their dog.
- Project Manager, User Researcher, User Centered Designer
- Figma, Trello, Miro, Maze Testing

## EDUCATION

### UX/UI Bootcamp Certificate: University of Denver, Denver, CO

An intensive 24-week long boot camp dedicated to UX/UI. Skills learned include Figma, Adobe XD, Visual Studio Code, InVision, CSS, User-Centric Design Research, Visual Prototyping & Wireframing, User Interface Development, User Interaction Design, and Atomic Design.

### Digital Marketing Certificate: Spark Boulder, Boulder, CO

An intensive 10-week long certificate program dedicated to digital marketing. Skills learned include SEO, Google Analytics, Facebook Analytics, Product/Market Fit, and Traffic Drive.