

HEATHER ROMNEY

Product Designer / UX / UI

San Francisco, California

I'm Heather! I'm a Product Designer with 10+ years of experience making beautiful, user-centered products. I have a strong history in web development and leadership, specializing in end-to-end user experience and interaction design for iOS, Android and web. Some of my past clients include New Balance, Fitbit, Helly Hansen, Mophie and Deuter. My goal is to make products that humanize technology, increase conversion, and most importantly advocate for the user.

WORK EXPERIENCE

Functional Expertise

- End-to-end product design and cross-platform design expertise (Web, Android, iOS, email)
- Defining a product vision
- User-centered design
- Prototyping using Sketch, InVision, Marvel, Principle
- Collaborating cross-functionally with PMs, engineers, researchers
- Leadership experience; I've lead designers and provided guidance to cross-functional partners like content strategy and research.

EPIC!

Product Designer | Apr, 2018 – Current

- Designed and prototyped term subscription pages which led to 53% more annual subscriptions over monthly, and overall lifted Epic's LTV/CAC to 14%.
- Led the product direction and closely collaborated with PMs, engineers, researchers, and content strategists to create a new comics area and comic book reading experience called "Magic Zoom" that improved the overall reading experience and accessibility of the product.
- Defined, led, and executed a daily reading goal on Epic to encourage our users (ages 2-12) to develop a habit of daily reading by use of gamification and feedback looping using Sketch, InVision, Marvel and Principle.

EXPERTVOICE

Interaction Designer | Sep, 2015 – Mar, 2018

- Successfully designed iOS, Android, and web training products for outdoor brands like The North Face, Oakley, Garmin, Fitbit, and more which converted into 17 more minutes of brand engagement, overall online sales, and word-of-mouth marketing for the brand.
- Evaluated market research to define the best product direction to engage users in various market categories.
- Collaborated with PMs and content strategists to design, wireframe, prototype, and code end-to-end flows, from conception until launch.

NUMBER 6

Senior Designer | May, 2014 – Aug, 2015

- Defined and led product strategy for email marketing using responsive email which converted to a higher opening and conversion rate for our clients
- Senior Designer responsible for web, email, print, marketing landing page creation, and Wordpress management.
- Mentored and led junior designers in addition to maintaining design systems for the department.

USANA HEALTH SCIENCES

Web Designer | Apr, 2009 – May, 2014

- Designed and coded content for USANA's e-commerce website, internal-facing site, and email campaigns.

- Led and executed the visual direction for online marketing editorials, including USANA's Gen Y feature which won a Hermes Creative Award.

DISPLAY BUSINESS

Art Director | Aug, 2007 – Feb, 2009

- Led the company's branding and marketing initiatives, maintained style guides and design systems.
- Designed large-format printed marketing products, including corporate branding for Display Business and corporate branding and advertising.

DESIGN INK / LONE ROCK CLOTHING COMPANY

Graphic Designer | May, 2006 – Aug, 2007

- Engineered corporate web sites for Lone Rock Clothing and Design Ink.
- Conceptualized a winter line for Lone Rock Clothing and Overstock.com.
- Produced branding and designs for various brands.

SPYHOP PRODUCTIONS

Film & Web Design Internship Mentor | Jan, 2004 – Jan, 2007

- Led and mentored junior designers in web design and graphic design.
- Produced official media for Spy Hop and local non-profits, including websites, print and video.
- Directed cinematography and helped to operate lighting and sound equipment for film projects. Designed production film titles and assembled movie trailers.

SLUG MAGAZINE

Ad Designer | Jan, 2004 – Jan, 2007

- Brainstormed and designed layouts for feature articles in the magazine.
- Conceptualized and created advertisements for local businesses and vendors.

EDUCATION

UNIVERSITY OF UTAH

Bachelor of Fine Arts - Photography & Digital Imaging | Jan, 2009 – Jan, 2014

SALT LAKE COMMUNITY COLLEGE

Associate of Science - General Studies | Jan, 2008 – Jan, 2009

SKILLS

User Experience Design	User Interface Design	UX	Product Design	User Research	Sketch			
Figma	Principle	Adobe AfterEffects	Adobe Creative Suite	Photoshop	Photography	Illustration		
Design Thinking	Android	iOS	Web	HTML	CSS	Javascript	JQuery	Usability Testing

CONTACT INFORMATION

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