

# HEATHER STILES

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## Technical Skills

Figma	Wireframing & Prototyping	Agile Methodology
Adobe Suite	Usability Testing	UI Accessibility Standards
HTML / CSS / JavaScript	Artificial Intelligence Interface	Slack
User Research	Android & iOS Design	HubSpot
Information Architecture	B2B SaaS Product Design	WordPress

## Experience

### UX Designer (Contract)

**PepsiCo | Remote**

**November 2023 – Present**

- Performed a top-to-bottom UX analysis and redesign for an AI-powered grocery aisle analytics app that saved PepsiCo sales reps dozens of manual hours
- Led a team of 3 designers that customized features for a large demand and supply forecasting tool deployed across North American markets that reduced corporate spending on redundant external products and improved forecasting accuracy and reporting
- Conducted weekly interviews and prototype testing with end users in Mexico, effectively gathering insights through video calls and translator support

### UX/UI Designer

**Alto | Dallas, Texas**

**January 2022 – August 2023**

- Sole product designer on a team responsible for transforming an error-prone manual forecasting process into an AI-powered scheduling platform that saved dozens of weekly man-hours
- Completed multiple top-to-bottom redesigns and subsequent user tests for a driver-facing app, including the integration of Google Maps, which improved driver safety scores
- Conducted rounds of hallway user testing, Jira story writing, and creation of lowfi & hifi Figma prototypes in order to successfully implement a rideshare kiosk at Dallas Love Field Airport which increased customer conversion by 43%
- Initiated creation and oversaw implementation of a team-wide UX research standards and design management system which adhered to a11y accessibility and internal brand standards

### Graphic Designer / Communication Coordinator

**PIA MidAmerica | Dallas, Texas**

**February 2020 – January 2022**

- Developed branding, scheduling and content for long- and short-term association events including the creation of webpages, print collateral, email and social media campaigns
- Improved internal branding standards and processes through creation of templates and SOPs

### Creative Design Intern

**Applied Medical | Rancho Santa Margarita, California**

**Summer 2018**

- Appointed to a corporate task force to achieve company-wide consistency of Applied Medical's new corporate brand identity in an efficient manner
- Managed and executed design projects from internal requesters within a time-sensitive company workflow

## Certifications

### Product Academy Fundamentals Certificate

**McKinsey & Company**

**August 2022**

Completed 8-week immersive product management course conducted by leading industry professionals

### UI Design Hand-off to Development Certificate

**Udemy**

**November 2022**

Constructed optimized Figma files for hand-off through series of 22 lectures by Christine Vallaure

## Education

### California Polytechnic State University

**San Luis Obispo, California**

Bachelor of Science in Graphic Communication