

HEATHER STILES

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Technical Skills

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

Experience

Senior UX Designer (Contract)

Highland | Remote

May 2024 – Present

- Met aggressive deadlines in the user testing phase of a fast-paced, agency project that set up a MVP ed tech product for increased revenue
- Translated user findings into a robust product redesign and clickable prototype that resulted in users rating the brand 3x more favorably in a blind survey
- Reframed the value propositions and brand appearance of a customer-facing client website that led to a 3% increase in engagement over a three month cycle

UX Designer (Contract)

PepsiCo | Remote

November 2023 – June 2024

- 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 three designers that customized features for a large demand and supply forecasting tool deployed across North American markets, thereby reducing corporate spending on redundant external products and improving financial report accuracy

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 40+ weekly man-hours
- Completed multiple complete redesigns and user tests for a driver-facing app, including the integration of Google Maps, which decreased driver touch points
- 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 strict accessibility standards

Certifications

Product Academy Fundamentals Certificate

McKinsey & Company | Online

August 2022

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

UI Design Hand-off to Development Certificate

Udemy | Online

November 2022

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

Education

California Polytechnic State University

San Luis Obispo, California

Bachelor of Science in Graphic Communication, 2018