

JACOB HEER

UX / UI DESIGNER

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ABOUT ME

I am a versatile designer and workplace diplomat always eager to act as an advocate for a strong design process. I enjoy solving problems of all shapes and sizes.

Over the course of my design career, I've developed my passions and curiosities in positions ranging from art direction to graphic design, industrial design and UX. These skills culminated in the opportunity to bring design strategy, visual communication, and product experience together into one fulfilling career in UX design.

I'm always looking for fresh opportunities to solve important problems.

WHAT I CAN DO FOR YOU

UX strategy
Iterative prototyping
Wireframing
Usability testing
UI / Visual design
Product management
Design research

NOTABLE BRANDS I'VE WORKED WITH

P&G
Crest
Scope
Oral-B
Brooks Running
McDonald's
Coca-Cola
Whirlpool
Maytag
Kenmore
Milwaukee Tools
Trek Bicycles
826 National

WHAT I USE

Sketch App
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Invision
HTML5 / CSS3

EXPERIENCE I'VE GAINED

- 2017 - Now** • **MERGE, Chicago, IL**
Senior UX Designer, Contract

As MERGE's demand for digital work grows, I was recruited to step into a variety of responsive web projects for different industries from food producers to healthcare and begin to add value immediately. Additionally, I offered recommendations to optimize UX processes within the design department to strategically shift focus from output to outcomes.
- 2017** • **HighGround, Chicago, IL**
Product Designer

At HighGround, as part interaction designer part product owner, I worked on the product team to help build, ship and refine a best-in-class employee engagement SaaS platform as well as recommending sustainable and repeatable processes that will enable their expanding startup to work smarter and continue to grow.
- 2016** • **Greater Good Studio, Chicago, IL**
UX / UI Designer, Contract

Greater Good Studio is a consultancy that exclusively seeks projects that help drive social change. I helped them build their UX capabilities by educating them toward UX best practices as well as leading a full UX process from conception to delivery on a web based product for teachers.
- 2016** • **Designation, Chicago, IL**
UX / UI Designer

Designation is a program that engages small teams of designers with tech startup clients and their design problems. I introduced our startup clients to the UX process in order to help them be better partners as my teams provided UX recommendations for their digital products.
- 2013 - 2016** • **Arc Worldwide - A Leo Burnett Company, Chicago, IL**
Art Director

At Arc, I worked to transform the experience of shopping, both in-store and online, into an engaging opportunity to change behavior. I held a lead role in development of visual conventions for our e-commerce initiatives, and our e-commerce project opportunities continued to expand during my time on the team.
- 2010 - 2013** • **Arc Worldwide - A Leo Burnett Company, Chicago, IL**
Associate Art Director
- 2008 - 2010** • **Streng Design, Chicago, IL**
Industrial Designer

WHERE I STUDIED

- 2008** • **Bachelors of Fine Arts: Industrial Design**

Milwaukee Institute of Art & Design