

### PROFILE

Designer and Front-End Developer specializing in User Experience and Interface Design.

### CONTACT

bheitkem@gmail.com  
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### EDUCATION

UNIVERSITY OF CALIFORNIA,  
SAN DIEGO

Psychology, BA  
Fine Art (minor)

### SKILLS

Interface Design  
User Experience  
Wireframes  
User Flows / Maps  
Experience design  
Front-end Development  
Website Design  
Mobile Design  
Data Visualization  
Responsive HTML Emails  
Brand Identity  
Print & Graphic Design

### TOOLS

HTML / CSS  
Sass  
Less.js  
Bootstrap 4  
Rails

Sketch  
Invision App  
Adobe Creative Suite

### EXPERIENCE

#### AUTO CURE

MAY 2018 – PRESENT

Principal Designer

HMI Software Application

- Gathered requirements and feature requests from stakeholders and customers
- User journeys from booting up for the first time (FTUE) to starting new cures, updating and editing system settings, and viewing cure data
- IxD between customer and touchscreen interface
- Designed wireframes and mockups/prototypes for internal testing, lo/hi fidelity designs in Sketch, and UI design iterations following user testing and customer feedback
- Front-end development in Rails environment with Sass

Cloud Data Visualization Website

- Audit, redesign, and development of website architecture
- Dashboard wireframes for separate admin and customer accounts
- UI designs in Sketch based on new style guide and dashboard concepts

AutoCure Remote App

- Mobile design and development of a simple remote controller for the HMI application

#### BIG FISH GAMES

DECEMBER 2016 – MAY 2018

Web Developer

Game Landing Page Websites

- Designed over a dozen landing pages for current and upcoming Big Fish titles as part of the organic marketing team
- Conducted UX testing to determine the most efficient way to convert desktop traffic to mobile app and game stores
- Collaborated on front-end development of websites within a small engineering team building modular components in Vue.js

#### RAINMADE

JANUARY 2015 - DECEMBER 2016

Co-Founder, Principal Designer at RainMade

- Mobile-first, responsive website and app design in Sketch and Adobe Creative Suite
- Implemented design front-end dev using grid systems, Bootstrap, Haml, Sass, and Less for various projects
- Internal use data visualization design
- Cross-browser responsive (hybrid) HTML email development
- Print collateral design, iconography, and typography
- Advertisement and email marketing campaign graphic design