

» **GREETINGS**

My name is Jacob Heflin and I'm a User Experience Designer originally from Maryville, MO. I'm married to Rosie and we have three children: Gordon, Ann and James. I moved my family to Des Moines in 2013 with the goal of growing my expertise in the UX field. My career goal is to be a part of a team that is passionate about building great digital products people love to use.

» **CONTACT**

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» **REFERENCES**

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» **EXPERIENCE**

THE INTEGER GROUP
Interactive Designer

2016 - Present

As a subject matter expert for designing digital interfaces I insure that we deliver world-class user experiences for the clients that we serve. In addition to my UX and UI work I champion our digital process, frequently assist with new business pitches, perform internal training and function as a creative leader in our digital design practice. From touchscreen kiosks to responsive websites and mobile apps, my work has impacted accounts across our entire client portfolio.

MITTERA
User Experience Lead

2013 - 2016

Mittera is a creative services firm specializing in traditional design mediums, digital, and data analytics. I was the user experience lead helping oversee a team of 10 which includes developers, digital designers, strategists and data scientists to deliver user-driven products. Through the course of my time at Mittera my UX work has majorly influenced the digital identity of a presidential candidate, several major universities, sports retailers, grocery and convenience stores, vineyards, industrial manufacturers and much more.

MIDLAND GIS SOLUTIONS
Web Designer

2008 - 2013

Midland GIS Solutions is the largest full-service GIS firm in the Midwest. They provide comprehensive GIS mapping, GPS services, and web-based GIS software to agencies at all levels of government. My position at Midland centered primarily on our proprietary GIS mapping software, Integrity. I worked on a small team of eight which included developers and GIS specialists. My responsibilities included user interface design, front end development, agile project management, usability testing, and team leadership.

» **EDUCATION**

Bachelor of Science

Interactive Digital Media: Visual Imaging

2004-2008

Northwest Missouri State University /
 Maryville, MO

Intermedia Design

2008

Vorarlberg University of Applied Sciences /
 Dornbirn, Austria

» **SKILLS**

HTML

Standard markup, Jade, foundation, bootstrap

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WORDPRESS / PHP

Custom WordPress themes, template creation, custom fields, woocommerce implementation

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SASS / CSS

CSS preprocessor workflow including mixins, font maps, variables, nesting, imports and operators

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SKETCH / INVISION

Mac and web apps for design mockups and interactive client sharing

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AIRTABLE

Project documentation, content strategy, information architecture, project database

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OMNIGRAFFLE

User flows, hierarchy maps, product schematics

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ADOBE CS

Photoshop, Illustrator, InDesign

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