

» GREETINGS

My name is Jacob Heflin and I'm a UX / UI Designer originally from Maryville, MO. I'm married to Rosie and we have two children, Gordon (4) and Ann (2). I moved my family to Des Moines in 2013 with a goal of growing my expertise in the UX field. I have a passion to accomplish this goal alongside amazing people of diverse professional disciplines, united by user-centered design.

» CONTACT

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» REFERENCES

LAWRENCE CUNNINGHAM
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Ph+ 515.509.5126
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CLINT HARVEY
Lead Application Developer
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Ph+ 515.778.8462
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» EXPERIENCE

MITTERA User Experience Lead

2013 - Present

Mittera is a creative services firm specializing in traditional design mediums, digital, and data analytics. I am 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 universities, sports retailers, grocery and convenience stores, vineyards, industrial manufacturers and much more.

JHEFLIN DESIGN STUDIO Owner

2010 - 2013

JHeflin Design Studio was the formal operating business of my freelancing efforts. I operated locally in northwestern Missouri and the studio's area of focus was on assisting local non-profit and for-profit organizations in their various marketing efforts through superb design and rock-solid web technology via WordPress. After moving to Des Moines to work for MITTERA as their User Experience Lead, I closed the studio but continue to take on a skant few freelance projects every year to keep things fresh.

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

WORDPRESS / PHP + + + + +
Custom WordPress themes, template creation, custom fields, woocommerce implementation

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

SKETCH / INVISION + + + + +
Mac and web apps for design mockups and interactive client sharing

AIRTABLE + +
Project documentation, content strategy, information architecture, project database

OMNIGRAFFLE + + +
User flows, hierarchy maps, product schematics

ADOBE CS + + + + +
Photoshop, Illustrator, InDesign