

» 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 and Ann. I moved my family to Des Moines in 2013 with a goal of growing my expertise in the UX field. I have a great desire to learn how to better accommodate user's needs and to do so alongside amazing people of diverse professional disciplines, united by user-centered design.

» CONTACT

WEBSITE jacobheflin.com
PHONE 816.273.4792
EMAIL jacobpheflin@gmail.com
ADDRESS 5451 SE 29th St
Des Moines, IA 50320
LINKEDIN linkedin.com/in/jacobheflin
INSTAGRAM @jheflindesign

» REFERENCES

LAWRENCE CUNNINGHAM
Chief Executive Officer
Iowa State Daily Media Group
Ph+ 515.509.5126
Address: 2420 Lincoln Way - Ames, IA 50014

CLINT HARVEY
Lead Application Developer
Voce Communications
Ph+ 515.778.8462
Address: 1707 Huntland Dr - Des Moines IA, 50310

SHAWNA SEARCY
Executive Director
Kearney Area Development Council
Ph+ 816.214.2900
Address: 100 E Washington St - Kearney, MO 64060

KATIE MILLER-SMITH
Director, Digital Marketing
Mittera
Ph+ +515.661.9407
Address: 5085 NE 17th St. - Des Moines, IA 50313

TOM FERIN
Connections and Activations Manager
The Integer Group
Ph+ 641-297-2142
Address: 210 School Street - P.O. Box. 81
St. Marys, IA. 50241

» EXPERIENCE

THE INTEGER GROUP 2016 - Present
UX / UI Designer

In July 2016 I embarked on a new phase of my career as a UX / UI Designer with Integer, one of the world's largest promotional, retail, and shopper marketing agencies. As a subject matter expert for designing digital interfaces I insure that we deliver world-class customer experiences for the industry-leading clients that we serve. I work closely with our Denver team to hone a specialization in UX / UI design for our clients.

MITTERA 2013 - 2016
User Experience Lead

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.

MIDLAND GIS SOLUTIONS 2008 - 2013
Web Designer

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