

» 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.

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» EXPERIENCE

THE INTEGER GROUP

User Experience Designer

2016 - Present

Integer is one of the world's largest promotional, retail, and shopper marketing agencies. I leverage my background in UX Strategy, Interactive Design and Front End Development to be a subject matter expert on creating digital interfaces and atomic design systems for brands. Working across our Des Moines and Denver client portfolios I also run framing workshops, create experience briefs, business requirements, information architecture, content strategy, user personas and wireframe prototypes.

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, wireframes and interactive client sharing

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SMAPLY

User personas, user journey maps, stakeholder maps

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OMNIGRAFFLE

User flows, hierarchy maps, product schematics

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ADOBE CS

Photoshop, Illustrator, InDesign

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