

## **Joel Heaton, Lafayette, CO**

<http://joelheaton.com>

[iamdesigns@comcast.net](mailto:iamdesigns@comcast.net)

### **Creative Director: UX Designer:**

I have been a designer for 17 years professionally. I am fluent in Adobe CS6: Photoshop, Illustrator, InDesign, Dreamweaver and Flash. I am fluent in all design guidelines in print, large format, packaging and web/mobile technologies. I excel developing branding packages, creating campaigns and leading as a creative designer. I integrate user centered design, user pathways, personas, wireframes, prototypes and guidance documents in the responsive UX designs I create. I am certified in UX Design and I have CSS, HTML5, Dreamweaver, Wordpress, Balsamiq and Bootstrap skills.

Please review my resume and web portfolio provided. I am looking for a great UX Designer, Creative Director or Graphic Designer role.

Sincerely, Joel Heaton

Included is my resume, a link to my portfolio <http://joelheaton.com> and my [LinkedIn profile](#)

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### **Creative Director: UX Designer:**

#### **Professional Experience:**

##### **joelheaton.com (2013-Present)**

###### **Creative Director, UX Designer**

Created a startup for web development, creating exposure and design. Creative direction, graphic design, animation, web site redesign. UX design, prototyping, balsamiq, Omnigraffle, Axure, user stories, personas, workflows, pathways, guidance and support documents, wire-framing, SEO, SMM, Wordpress, layered .psd, Illustrator. Contractor for web technologies, mobile applications. RFPs for web development. [Azence.com](http://Azence.com), [Funovation.com](http://Funovation.com), [Antfarmui.com](http://Antfarmui.com), [Floweringdesign.com](http://Floweringdesign.com), [Iqilla.com](http://Iqilla.com), [stevenleonard.com](http://stevenleonard.com), Etgoe.com, [bonsai-db.com](http://bonsai-db.com)

##### **CAD-1/Autodesk, Thornton, CO, (2011-2013)**

###### **Marketing Coordinator and Art Director**

Redesigned the CAD-1 company identity and marketing plan, developed and managed web presence, implemented and led ecommerce platform, created campaigns, created and communicated messaging and implemented CRM target marketing opportunities for sales leads, technical blogs and target marketing through social networks. Worked directly with Autodesk to brand and market training, service, software and support in Colorado and Wyoming. Autodesk promotions, SEO, graphic design, branding, social presence, trade show organization, sales materials, logo development, photography, SugarCRM, Pardot, email blasts, WordPress, ecommerce and UI/UX.

##### **Covidien, Boulder, CO (2012)**

###### **Senior Graphic Designer**

Covidien #2 contract role. Contract medical designer in MarComm, Energy Based Devices, surgical equipment. Print, web, UX design, interactive and broadcast. Flash, web, photography, eLearning, package design, medical manuals.

##### **Denver Advertising, (2011)**

###### **Creative Director**

Creative Director, designer, UX designer, sales, photo shoots and deployment of web sites. Managed all aspects and charged creative team for all web, print and marketing campaigns. Developed branding, hosting, web management, design budgeting, large format design, web development, wireframe development for UX design, custom WordPress, Flash, social networking and marketing. Liaison to clients and programmers. A design shepherd.

##### **Covidien, Boulder, CO (2010)**

###### **Flash Developer**

Covidien #1 contract role. Graphic design, medical animation, instructional design. Adobe CS5, Flash, InDesign, Illustrator, Photoshop. E-learning modules, instructional design and brand management in health care for medical practitioners, surgeons, clinicians and sales. Designed animations of tracheotomy procedures, health associated infection prevention, vital life monitoring.

##### **WGBY/PBS, Springfield, MA (2002-2009)**

###### **Senior Designer, Art Director**

Led team of 50 colleagues to produce the WGBY Members' Magazine (20k/mo.). Annual reports, advertising design, flyers, brochures, logo development, station and event branding (local and national). Adobe CS3: Photoshop, Illustrator, Flash, After Effects, Quark, budgeting, production scheduling, photo shoots, photography. Art direction, facilitating concepts, budgeting and campaigns. Worked directly with PBS and WGBH for brand management consistency across print, web and broadcast.

## Education

### **Boulder Digital Arts, Boulder, CO (2014)**

UX Design Certification, Web Design Certification, CSS, Html5, Dreamweaver intensive, Bootstrap, Balsamiq

### **Bradford College, Bradford, MA (1988-1992)**

B.A. Liberal Arts/Fine Arts, Photography, Graphic Design, Illustration

### **School of the Museum of Fine Arts, Boston, MA (1991)**

Elective Courses of Additional Study, Color Photography, Graphic Design

## Selected Accomplishments:

- Led sales force to market Autodesk products and training and segmented 12k prospects by industry. Directed prospects to selling point via [web](#), [technical blogs](#), [expert content](#), [social marketing](#), [CRM target marketing and ecommerce](#).
- Managed [art direction and branding](#) for PBS, Autodesk, Covidien and KPMG.
- Created expert content and [management for websites, blogs and social networking groups](#) about design, architecture AEC, engineering ENI and GIS.
- Generated \$20k in [ecommerce](#) transactions developed and deployed CAD-1 online store.
- Facilitated and managed a PBS full color monthly magazine to 20k subscribers, advertising, large quantity print coordination, mailing and budget.
- Created [UX Design](#) and [launched 100+ WordPress and responsive websites](#).
- Developed, rendered and deployed over [1200+ medical animations](#) for Covidien RMS and MarComm.
- Animated and launched responsive WordPress marketing platform for Denver Author website.
- Hired on by Funovation to guide marketing team for web presence and drive UX needs.

## Software:

Adobe Creative Suite CS6  
Photoshop  
Illustrator  
InDesign  
Quark  
Flash  
Dreamweaver  
WordPress  
Bootstrap  
Balsamiq  
SugarCRM  
Pardot  
Balsamiq  
Adobe Analytics  
Github  
Omnigraffle  
Axure  
Agile  
Scrum

## Skills:

Art/Creative direction  
UX Design  
User stories  
User Centered Design  
User Pathways  
Wireframes  
Prototypes  
Mockups  
Product Development  
Graphic design  
Photography  
Marketing coordination  
Instructional design  
Marketing campaigns  
Brand management  
Target marketing  
Google analytics  
Social presence  
Flash animation  
Web development  
Social campaigns  
Page ranking  
Ecommerce  
SEO