

HEATHER FRICKE

SENIOR UX DESIGNER

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PROFESSIONAL SUMMARY

Senior UX Designer with 12+ years of experience in start-ups and Fortune 500 companies. Lean User-Centered Design is my passion. I specialize in defining requirements, wire-framing, prototyping, user testing, and agile methodology. I also have a great deal of experience and enthusiasm creating visual designs and front-end development for mobile and responsive applications. I believe simplifying the user-experience and satisfying the user's needs is ultimately what leads to engagement, conversion, and customer loyalty.

USER EXPERIENCE

- Rapid Prototyping
- Flow Charting
- Wire-framing
- Persona Creation
- Journey Mapping
- Information Architecture
- Defining Requirements
- Accessibility Standards
- User Testing
- User Research
- Content Strategy
- Functional Analysis

PROTOTYPING APPS

- Adobe XD
- Mockflow
- Balsamiq
- Axure
- Proto.io
- Just in Mind

ADOBE CC SUITE

- Experience Design
- Photoshop
- InDesign
- Premiere Pro

- Illustrator
- Dreamweaver
- Animate
- Acrobat

DESIGN METHODOLOGIES

- Human-Centered Design
- User Interface Design
- Visual Design
- Mobile-First
- Responsive
- Lean UX

FRAMEWORK KNOWLEDGE

- Bootstrap
- IOS Human Interface Design
- Google Material Design
- Ionic

DEVELOPMENT KNOWLEDGE

- HTML
- CSS
- JavaScript
- Bootstrap

COMMUNICATION SKILLS

Strong visual, verbal, and social communication skills. I believe daily face-to-face interaction is essential for enjoying and delivering a successful project. I encourage daily standups and retrospectives in every design project. I found these Agile practices bring teams closer and makes transparent communication a habit. I am also persistent in creating trusting business relationships with clients to engage them in the UX process so their vision represents the best experience for the User.

EXPERIENCE

[TDK Technologies](#)

Senior UX Designer *Feb 2016 - Present*

Drive projects that require design strategies and advocate the importance of the User's needs. Guide Clients through the creative process of user research, wireframes, prototypes, user testing, and visual designs. Collaborate with Developers on technical feasibility and style guides.

[Mastercard](#)

Senior UX Designer *Nov 2016 - March 2017*

UX Lead for the Mastercard Rewards System. Collaborated directly with Product Owners, Architects, Developers, Scrum Master, and Business Analysts to gather requirements and create Wireframes, Prototypes, Flow Charts, Style Guides, and Visual Designs for the highly-integrated system in an Agile Environment.

[Wells Fargo Advisors](#)

Senior CX Interaction Designer *Oct 2014 - Jan 2016*

Member of the Client Focused User-Centered Design Team of Innovation & Strategy. Collaborate with Business Partners, Stakeholders, Product Owners, Accessibility Specialist, and Users to define requirements and deliver wireframes and prototypes.

[CenturyLink](#) & [CenturyLink Business](#)

Senior Visual Designer, UX Designer *Feb 2012 - Oct 2014*

Collaborate with Product Owners, Marketing, Developers, Design Agencies, and Design Team to deliver visual designs and prototypes. Led internal Design Team and worked in an Agile Environment with Developers.

[Fricke Graphic Productions](#)

UX Designer, Visual Designer, Front-end Developer *Started May 2004*

Freelance Webdesign Services that I offer seasonally. Services and consultations in designing and developing Mobile and Web Applications, Video, Audio, Photography, Corporate Identity, UX Design, Visual Design, Print Design, and Animations.

Children's Quest International Missions

Facebook Developer and Manager *Nov 2011 - Nov 2012*

Volunteer in creating and maintaining a Business Facebook Page for a non-for-profit. Children Quest International Missions works locally with homeless families and disabled veterans. Internationally, they deliver humanitarian aid.

Build A Bear

Front-end Developer / Designer *Nov 2011 - Dec 2011*

Designed and developed HTML Newsletters.

CPI Corp

Front-end Developer / Designer *Sept 2011 - Nov 2011*

Designed and developed HTML Newsletters.

Visiontracks Inc.

Front-end Developer / Designer *Nov 2006 - Aug 2011*

Designed and developed several websites including a 10-year Government Project dedicated to Army National Guard Health and Fitness Website and Campaign Exhibits. Designed Elsevier Mosby's Nursing Training Application. Designed and developed a Valvoline Interactive Kiosk App.

Joyce Meyer Ministries

Front-end Developer / Designer *Sept 2006 - Nov 2006*

Assisted with the design and development of a new site launch. Designed online magazine articles and html mass emails.

EDUCATION

Webster University

Bachelor Degree, Multimedia Design & Interactive Development *2002 - 2004*

East Central College

Associates Degree, Webdesign & Animation *1998 - 2000*

Wells Fargo Advisors & CenturyLink

Agile Training *2012 - 2015*

Wells Fargo Advisors

Financial Training *2014 - 2015*

PROJECTS

MasterCard Rewards

- Delivered Bootstrap Framework Prototypes
- Delivered functional annotations, style guides, site map, user journey maps, and information architecture
- Incorporated Mastercard Branding
- Collaborated with Stakeholders to ensure business expectations
- Collaborated with Developers to ensure technical expectations
- Collaborated with Scrum Master to ensure a solid Agile UX approach
- Collaborated with Business Analysts to ensure developer user stories were syncing with UX user stories
- Presented UX Demos, documented feedback and incorporated into prototypes
- Developed friendly and trustworthy Business Relations with all coworkers including off-site developers
- Moderated internal user testing

Suddenlink Business

- Delivered Mobile First Visual Designs and Prototype
- Delivered functional annotations and style guides
- Designed configuration implementation for products: Internet, Phone, and TV
- Designed a sticky shopping cart calculator
- Designed shopping flows from product selections to confirmation page
- Communicated innovative suggestions to client to improve user experience by providing various versions that demonstrated UX best practices
- Moderated internal user testing, accumulated feedback and applied to design
- Collaborated with Developers on UX process to ensure technical expectations and Product Catalog dependencies were transparent

[Mohela Mobile App](#)

- Delivered Ionic Framework Styles, Visual Designs, and Prototype
- Added features: New User, Security Questions, Login Help, Pending Payments, Tooltips
- Moderated internal user testing, accumulated feedback and applied to design
- Collaborated with Product Owner, Project Manager, Business Analyst, and Developers to ensure delivery, scope, and technical expectations

[Valvoline App](#)

- Delivered Ionic Framework Mobile Prototype built in Adobe XD
- Designed Features: Multi-Participant, Single Participant, Remove Participant, Search Participate, Add New Participant, Search Account, Submit New Claim, Search Spiff, Specify Spiff Quantity, Edit Spiff, Review Screen, Confirmation Screen
- Collaborated with Developers and Project Manager to ensure delivery, scope, and technical expectations

[BSR](#)

- Delivered Bootstrap Framework Prototypes, Styles, Visual Designs, Wire-frames, and Information Architecture
- Added Features: Admin, Team Members, and Property Info
- Designed new logo
- Collaborated with Client, PM, and Developers
- Suggested code clean-up to be consistent with Bootstrap Framework and Styles

[Intercard Inventory Mobile App](#)

- Delivered Google Material Design Prototype, Styles, and Visual Designs

- Added features: Multi-vend, Crane, Individual Product
- Collaborated with client to define requirements

[iRadeo](#)

- Delivered Adobe XD Prototype and Visual Designs
- Delivered functional annotations and style guides
- Collaborated with Stakeholders to ensure business requirements
- Collaborated with Developer to ensure technical requirements
- Made UX suggestions to improve User Experience

[Wells Fargo Advisors Authenticated Desktop Site](#)

- Delivered 30+ InDesign Wireframes, Flow Charts, and Rapid Prototypes
- Delivered functional annotations and style guides
- Collaborated with User-Centered Design Team, Business Partners, Product Owners, and Users
- Collaborated with Accessibility Specialist to ensure company standards
- Collaborated with Visual Designers and Developers to ensure usability standards
- Moderated informal User Testing
- Participated in formal User Testing
- Created UI Kit for Wire-framing process
- Worked in an environment change from Waterfall to Agile

[Wells Fargo Advisors Mobile App](#)

- Collaborated and assisted UX Designer and was a knowledge transfer medium on content, style, and patterns
- Participated in remote and on-site User Testing sessions

[CenturyLink Business Applications](#)

- Delivered Wire-frames, Visual Designs, Prototypes, and Information Architecture
- Delivered functional annotations and style guides
- Collaborated with Project Managers, Scrum Master, Product Owners, Marketing, Stakeholders, Design Agencies, and Developers
- Tested Quality Assurance of Front-end code
- Practiced Agile Methodology

[Microsoft Office 365](#)

- Delivered Visual Designs and Style Guides
- Collaborated with Product Managers and Marketing in content creation
- Tested Quality Assurance of Front-end code

[CenturyLinks's Small Business Home Page](#)

- Delivered Visual Designs and Prototype
- Delivered functional annotations and style guides
- Collaborated with Marketing and Interaction Designers to develop content, style, and functionality
- Collaborated with Development Team to ensure quality and usability
- Tested Quality Assurance of Front-end code

[Cloud Applications Marketplace](#)

- Delivered Wire-frames, Visual Designs, and Prototype
- Delivered functional annotations and style guides
- Collaborated with Marketing to develop content and Information Architecture

- Tested Quality Assurance of Front-end code

[Hosted VoIP](#)

- Delivered Visual Designs and style guides
- Collaborated with Marketing to develop content, style, and functionality
- Tested Quality Assurance of Front-end code

[Connected Backup](#)

- Delivered Visual Designs and style guides
- Collaborated with Marketing to develop content, style and functionality
- Tested Quality Assurance of Front-end code

[Connected Office](#)

- Delivered Visual Designs and style guides
- Collaborated with Marketing to develop content, style and functionality
- Tested Quality Assurance of Front-end code

[Cloud Applications Bundles](#)

- Delivered Visual Designs and style guides
- Collaborated with Marketing to develop content, style and functionality
- Tested Quality Assurance of Front-end code

[Cloud Servers](#)

- Delivered Visual Designs and style guides
- Analyzed content Gap of Cloud competitors and incorporated data into designs
- Collaborated with Product Owner and designed 15+ cloud server info graphics
- Collaborated with Marketing and Product Owner to develop content, style and functionality
- Tested Quality Assurance of Front-end code

[Cloud Storage Estimator](#)

- Delivered Visual Designs and style guides
- Collaborated with Product Owner and Developer on calculator functionality
- Tested Quality Assurance of Front-end code

[Cloud Storage](#)

- Delivered Visual Designs and style guides
- Analyzed content Gap of Cloud competitors and incorporated data into designs
- Collaborated with Product Owner and designed 10+ cloud storage info graphics
- Collaborated with Marketing and Product Owner to develop content, style and functionality
- Tested Quality Assurance of Front-end code

[Sign In Sign Up User Flow](#)

- Delivered Visual Designs, Prototype and style guides
- Collaborated with Project Owner and Developer to ensure technical expectations

[News Room](#)

- Delivered Visual Designs and style guides

- Collaborated with Project Owner to define requirements

Video Producer and Editor

[Harlem Shake](#)

- Directed and edited video
- Organized pre-production and post-production

REFERENCES

Kevin Rhoades, Director of Project Solutions @ TDK Technologies LLC.
kevin.rhoades@tdktech.com

James Dickman, Web and Mobile Tech Lead @ TDK Technologies LLC.
james.dickman@tdktech.com

Jonathan Sidarious, First Vice President, User-Centered Design @ Wells Fargo
johathan.sidarious@wellsfargo.com

“Heather was brought on to really help our client-focused team with interaction designer needs mainly centered around high fidelity wireframe creation + annotation as well as rapid prototyping. Heather did a fantastic job with these responsibilities and even learned new prototyping software on the job. Beyond these responsibilities, I have to recognize Heather for really stepping up and helping the entire team further by helping to take on more UX Project Mgr.-type duties such as making sure to keep track of versions, artifacts, tasks, changes, etc. This was something that was needed and Heather stepped up and took care of it. I absolutely wish Heather the best in whatever her next role is and I hope that we get to cross paths again! Thanks for all of your hard work.”

Chris Brenneman, Digital Strategy and Operations at CenturyLink
chris.brenneman@centurylink.com

“Heather was instrumental in delivering critical UX and graphical design expertise for our Small Business website. The quality of her work and commitment to the job was exceptional. Immediately upon her arrival, I saw improvements in our workflow and a noticeable increase in throughput. I would work with Heather again in a heartbeat.”

Margie Shaw, Lead Marketing Manager at CenturyLink
margie.shaw@centurylink.com

“Heather was the lead designer that I worked with for all new and revised content on our website. I can’t emphasize enough what a pleasure she is to work with. She is a skilled designer who had to take direction from multiple personalities across segments. She excelled at taking that feedback like a true professional and implementing designs that ultimately received consensus approval from varied stakeholders. I would gladly work with Heather again.”

Richard DuBose, Senior Director of Digital & eCommerce at CenturyLink
rich.dubose@centurylink.com

“Heather has an outstanding work ethic, as well as strong background in UI Design, Experience Design & User Experience Process. Heather is responsible for bring UX Process to Savvis / CenturyLink Technology Solutions. She independently established an iterative process to strategically confront the need to evolve online, collect feedback from stakeholders & customers, iterate on design solutions & ultimately deliver on her commitments. More than any other designer I have worked w/ in my career, Heather understands the best design is only valuable once delivered. Her ability to partner w/ diverse team, collect the necessary inputs & deliver the final product in an expedient fashion is outstanding. I would highly recommend her to prospective employers.”