

✉ EMAIL
bheitkem@gmail.com

CAMERON HEITKEMPER

PROFILE

Visual Designer specializing in Interface, Web and App Design, Branding, and Front-End Development.

📞 PHONE
805 453 2101

📍 LOCATION
SEATTLE, WA

EDUCATION

UCSD

- **PSYCHOLOGY, B.A.**
COGNITIVE / HUMAN BEHAVIOR
- **FINE ART (MINOR)**

SKILLS

PROFESSIONAL

Interface Design
Website Design
Mobile Design
User Experience
Front-End Development
Brand Identity
Print & Graphic Design

EXPERIENCE

SR. VISUAL DESIGNER

CRELATE | 2019 - PRESENT

Sr. Founding designer at Crelate. I develop brand identity, create content marketing and lead-generation assets, optimize website and landing pages, and own all design responsibilities across teams.

Brand Identity

- Provided creative direction to develop cohesive and modern brand guidelines and visual identity including: style guide, brand voice, typography, color scheme, logo and wordmark update

Website Design

- Developed an intuitive navigation structure and IA guided by new product features, UX research, and industry analysis
- Wireframes and user interaction flows to explore early design prototypes and usability in Balsamiq
- Overhaul redesign of website with an emphasis on understanding our audience and users to achieve marketing objectives
- Created hi-fidelity, polished designs and assets in Adobe XD
- Partnered with and led collaboration between third-party development agency and stakeholders

Mobile App UI

- Worked cross-functionally with Product to develop a UI kit cohesive with the new brand identity

SR. UI/UX DESIGNER

AUTOCURE | 2018 - 2020

Sr. UI/UX founding designer at Auto Cure. I lead interface design, user experience research, human-computer interaction, front-end development, and product design.

HMI Software Application

- User journey from booting up for the first time (FTUE) to starting new cures, updating and editing system settings, and viewing cure data
- IxD between customer and touchscreen interface
- Designed wireframes and mockups/prototypes for internal testing, lo/hi fidelity designs in Sketch, and UI design iterations following user testing and customer feedback
- Front-end development in Rails environment with Sass

continued

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SR. UI/UX DESIGNER

AUTOCURE | 2018 - 2020

Cloud Data Visualization Website

- Audit, redesign, and development of website architecture
- Dashboard wireframes for separate admin and customer accounts
- UI designs in Sketch based on new style guide and dashboard concepts

AutoCure Remote App

- Mobile design and dev of a remote control app for the HMI application

Customer-Facing Website

- Redesigned, updated, and created new content for the customer-facing marketing website
- Front-end development in Rails environment with Sass
- Focus on iteration of individual design components for better user experience

Brand Identity

- Logo and wordmark design and presentation
- Style guide, typography, color scheme, brand voice designs

UI/UX DESIGNER & FRONT-END DEVELOPER

BIG FISH GAMES | 2016 - 2018

- Designed over a dozen landing pages for current and upcoming Big Fish titles as part of the organic marketing team
- Conducted UX testing to determine the most efficient way to convert desktop traffic to mobile app and game stores
- Collaborated on front-end development of websites within a small engineering team using Vue.js
- Balanced many concurrent projects while maintaining a high quality code base of reusable design components
- Used modular components to create mobile-friendly and SEO optimized web pages and web applications for our games

CO-FOUNDER & PRINCIPAL DESIGNER

RAINMADE | 2014 - 2016

- Mobile-first, responsive website and app design in Sketch and Adobe Creative Suite
- Implemented design front-end dev using grid systems, Bootstrap, Haml, Sass, and Less for various projects
- Internal use data visualization design
- Cross-browser responsive (hybrid) HTML email development
- Print collateral design, iconography, and typography
- Advertisement and email marketing campaign graphic design