

Emily Heiden

I am a **Product Designer** with a B.A. degree in Sociology and a background in case management, so I bring curiosity and empathy to my work as a designer. It is my hope to work for a reputable company where I can use my skills to positively impact users while collaborating with my team to achieve company goals. It is important to me to always grow and learn as a professional and as a person.

EXPERIENCE

Freelance UX Designer – Magnet

Oct. 2022 – Present

- Sole UX Designer/Researcher responsible for user research, ideation, sketches, mid and high-fidelity wireframes, mockups, prototyping, and usability testing
- Collaborated with stakeholders to define design goals and iterate on design solutions

Freelance UX Designer – POV Video/Bay Area Mobile Production

July 2022 – Present

- Collaborated with business owner to redesign their company website to be responsive, usable, useful, and accessible
- Facilitated user research, created an empathy map, affinity map, user persona, user flow, task flow, site map, low-fidelity wireframe sketches, mid and high-fidelity wireframes, prototype, usability testing

Housing Coordinator – Brilliant Corners

Aug. 2018 – Nov. 2020

- Assisted extremely-low-income clients with and without section 8 vouchers to locate and secure affordable and supportive permanent housing
- Managed a caseload of 35-45 clients, including several high-priority cases
- Conducted intake assessments, supported clients through housing application processes and supported with requesting reasonable accommodation as needed
- Worked closely and communicated often with other providers
- Built rapport with clients and provided ongoing housing-related support through home visits

CONTACT

emmaheiden@gmail.com

San Francisco Bay Area

emilyheiden.com

EDUCATION

DesignLab

UX Academy

Jan. 2022 – Feb. 2023

Westmont College

Bachelor of Arts in Sociology

Sept. 2014 – June 2017

TOOLS

Figma • Adobe XD • Miro • Whimsical • Optimal Workshop • Maze

SKILLS

Wireframing • Prototyping • User Experience Design • User Interface Design • User Experience Research • Usability Testing • Interaction Design • Information Architecture • A/B Testing • Competitive Analysis • Surveys • Active Listening • Participant Observation • Interview • Journey Mapping • Card Sorting