Heidi Barrette

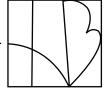barrette.heidi@gmail.com   262.391.7578

Work Experience

Red Arrow Labs, Milwaukee, WI

UX/UI Designer   **April 2015 - Present**

At Red Arrow Labs, I'm part of a development team that's driven to bring effective, efficient, and easy to use digital solutions to the health space. As the UX lead on my project teams, I work closely with my cross-functional team, taking an iterative approach to designing responsive web applications. My responsibilities include: facilitating user research and ideation, partnering in requirements gathering, designing wireframes and prototypes, validating designs with users, iterating designs, and presenting to stakeholders.

Buyseasons, New Berlin, WI

Manager of User Experience   **January 2015 - April 2015**

I lead a team responsible for the user-experience of 3 responsive B2C websites and 1 B2B website. Our team champions a user-centered, research-driven approach to development and maintenance of the sites' applications and tools for mobile, tablet, and desktop.

Senior User Experience Designer   **June 2014 - December 2014**

I work closely with internal technical and merchandise teams to develop & implement new features & maintain the existing site experience across 5 business-to-consumer retail sites and 1 business-to-business retail site. Individual contributions include research, user flows, wireframes & prototypes, visual design, user testing, information architecture, & front-end. Additionally, I also present UX projects & recommendations to peers, vendors, & Senior Leadership as well as support team members in on-boarding, training, & day-to-day tasks.

User Experience Designer   **April 2013 - June 2014**

My role as a User Experience Designer is to research, design, and implement user-centered design solutions for web, tablet, and mobile interfaces.

Kohl's Corporation, Menomonee Falls, WI

Senior Digital Designer - Brand Experiences   **April 2012 - April 2013**

Team Lead for the Brands Design Team in addition to design & development duties. Responsibilities: identify and implement process improvements, create and execute designs based on seasonal and business needs, present work to Senior Leadership the Director & VP level, provide design feedback and direction to my teammates, subject matter expert for landing pages and team process. Design Lead for transitioning 70 brand and category experiences to the new Guided Navigation experience. Additionally, I conducted an audit of the UI mechanisms and page flow to landing pages on Kohls.com and, based on the precedent set by the Guided Navigation UI, I proposed UI style guide for landing pages.

Digital Designer - Brand Experiences   **Jan 2010 - April 2012**

Design & Development with a focus on brand experiences. Collaborate with internal & external partners, maintain a balance between the Kohl's Brand and the individual brands across digital media channels for brands such as: Bobby Flay, Calphalon, Candie's, Daisy Fuentes, Disney, Dockers, ELLE, Food Network, Levi's, Marc Anthony, KitchenAid, and Zoo York.

Digital Designer - Website, Email, Landing Page, Banner Ads   **April 2008-Jan 2010**

Create designs for the homepage and department pages on Kohls.com, emails, banner ads and landing pages that reflect the Kohl's brand consistently across all media channels.

Relish Design, London, England, UK

Design Intern   **September 2007-December 2007**

A postgraduate internship for a small agency in London where I assisted with design production, presentations, research for projects as well as created print design concepts, logo concepts, web design mock-ups and package design proposals. I worked on projects for Yoplait, Tortilla, The Cinnamon Club, and others clients.

Education

Loyola University Chicago
Visual Communication Major
Marketing Minor
Diploma, Magna Cum Laude
3.748 cumulative GPA

Loyola University Rome Center
Fall Semester 2005

Catholic Memorial High School
Waukesha, WI
Diploma, 3.5 cumulative GPA

Certifications & Skills

HFI-Certified Usability Analyst

Highly Skilled in:
Adobe Creative Suite, Microsoft Office, HTML, CSS, Tableau