

Heather van Helvoort

Senior UX Designer

hvh
Seattle, WA

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Education

MIT, Massachusetts Institute of Technology

Human Computer Interaction
CSAIL Certification

Cal Arts, California Institute of the Arts

UX / UI Design Specialization

FIT, Fashion Institute of Technology

B.F.A., Fashion Design, magna cum laude

Key Competencies

Site audit + analytics
Heuristic analysis
User + stakeholder interviews
Workshop facilitation
Usability study moderation + SUS
Journey mapping
Tree testing + card sorting
User flows + site maps
Product + content strategy
Wireframes + sketching
High fidelity prototyping
Annotations + design handoffs
Style guides + component libraries

Tools

Figma / FigJam / Adobe XD
Framer / InVision
Adobe Creative Suite
Jira / Trello / Slack / Teams
Miro / Notion / Whimsical
UX Tweak / Maze / UserTesting
Optimal workshop research

Volunteer Work

Ladies that UX, Seattle

Social Media Co-Lead, 2023 - current

Puget Sound SIGCHI

Communications Chair, 2022-current

Seattle UX Happy Hour

Event Coordinator, 2021- current

Being a designer is in my DNA. Currently designing consumer facing products and internal tools for Fortune 500 companies. In a previous life, I shipped product globally for 12+ years, having qualitative and quantitative data inform my work as a fashion designer.

Work Experience

Wongdoody, an Infosys company, Senior UX Designer

September 2022 – September 2023 (Seattle, WA)

- Design digital solutions for Fortune 500 companies (consumer facing + internal tools), coach junior designers, collaborate with cross functional partners
- Lead user research and testing initiatives that inform the product development process; create delightful visual designs in multiple breakpoints

Forward Edge AI, Product Designer, Gabriel

July 2022 – October 2022 (Seattle, WA contract)

- Created insightful solutions for industry leading SMS phishing protection app that leverages AI and blockchain technologies
- Contributed to product strategy, executed low and high fidelity deliverables to accomplish company and team objectives

Social Design Project, Inc, Product Designer, DaKar

January 2020 – September 2022 (Seattle, WA)

- Designed mobile first, end-to-end karaoke songbook app, using design thinking process, working in sprints with cross functional team
- Responsible for user research and testing, branding, sketching, high fidelity prototypes, implementing end user feedback to inform final product

Sportif, USA, Design Director & Design Lead, Apparel

March 2012 – December 2019 (Seattle, WA)

- Spearheaded design language and led design team for Aventura by collaborating with international stakeholders, growing business by 22% in first year of shipped product
- Responsible for design direction, sketching, prototyping and using both quantitative + qualitative data to solve problems, mentored technical team

Bon Ton Stores, Senior Designer, Apparel

February 2011 – December 2011 (Milwaukee, WI)

- Fostered product innovation with design team by iterating prototypes each season to find best solution, analyzing user feedback and interpreting sales metrics

Kohl's Corporation, Senior Designer, Apparel

January 2010 – February 2011 (Milwaukee, WI)

- Created and implemented design solutions for Kohl's largest private brand, overseeing all categories, improving business by 18% on largest volume program
- Worked closely with cross-functional partners on design briefs to ensure products are desirable, marketable and feasible; coached design team of 5

Reebok / Adidas Group, Design Director, Lifestyle Apparel

2007 – 2008 (Canton, MA)

- Coached design team of 8, defined the design language for international partners
- Executed design vision on international product ranges by focusing on quantitative data, market segment research + global design trends