HEATHER STICKELL

H/S

ART DIRECTOR - PRODUCT UX/UI DESIGNER

New York, NY
410.227.0745
heather@stixdesign.net
in /heatherstickell

A creative leader in Design and UX with over 16 years experience in designing and delivering engaging user experiences. Responsibilities included planning to design, user testing to implentation; managing teams, working with PMs on schedules and estimates, implementing and creating design and strategy for campaigns for clients. Team experience includes collaborating with Project Leaders, Information Architects, Designers, and Developers

EXPERIENCE

CONTRACT ART DIRECTOR - UX/UI DESIGNER
StixDesign. Clients Included: Synd.io, Condé Nast, Tribal DDB, About.com, SFMoMa, etc.
Sep 2006 - Present

Worked across several companies to design and update online/mobile features. Led teams of up to 10 designers. Brands included Neutrogena, Clean & Clear, W Magazine, Self Magazine, Vogue, etc. Previous experience include being the Asst. Multimedia Designer for the SFMoMA.

CREATIVE DIRECTOR - USER EXPERIENCE LEAD
Show-Score
Apr 2015 - Jun 2019

Helped launch and iterate design for a 40+ age demo targeting theater-lovers to discover Broadway thru Off-Off Broadway shows, other theater lovers, score and buy tickets to shows.

CONTRACT UX/UI DESIGNER FOR MCK ACADEMY
Mckinsey & Company
Jul 2014 - Dec 2018

Guided and designed new products and new features. Executed UX updates to the McK Academy platform. Also designed and assisted the product team in launching the McK Academy mobile app.

ART DIRECTOR - UX/UI LEAD
Bookish
Jan 2013 - Aug 2013

Redesigned online product and branding. Launched site, branded the trademarked discovery engine, and designed bookshelves interface. User tested new and existing features to optimize performance and onboarding.

INTERACTION DESIGN COORDINATOR
Dotmenu (Bought by GrubHub)
Sep 2009 - Mar 2011

Rebranded and designed updates to the existing website. Designed and launched mobile app. User tested new features for optimization and worked with product team to launch new ideas.

JUNIOR ART DIRECTOR
Net Theory
Sep 2006 - Aug 2007

Worked on various aspects of new projects, from wireframing - design - pitch. Principle designer on GoSmithsonian, Smithsonian Magazine, Smithsonian Air&Space, Gift Girl and Adoc Systems. Designed GoSmithosonian visitors guides for the Mall in DC as well as other collateral.

ASSISTANT ART DIRECTOR
Image Engineering
Nov 2005 - Sep 2006

Organized and designed interactive shows, as well as all print media and website updates.

EDUCATION

BACHELOR OF FINE ARTS
Maryland Institute College of Art
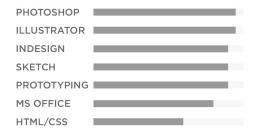Sep 2003 - May 2005

Interactive Media Major; Video Minor

ASSOCIATE OF ARTS DEGREE (X3)
Catonsville Community College, Maryland
June 1998 - May 2003

Interactive Design; Advertising Design; Fine Arts

SKILLS

PHOTOSHOP
ILLUSTRATOR
INDESIGN
SKETCH
PROTOTYPING
MS OFFICE
HTML/CSS

PORTFOLIO

WWW.HEATHERSTICKELL.COM

REFERENCES

AVAILABLE UPON REQUEST