



## HEATHER WAUGH UX / BRAND / DESIGN

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### PORTFOLIO

heatherwaugh.com

### SUMMARY

User Experience + Graphic Designer  
with 20 years experience

**FOCUS:** UX Research & Design

**STRATEGY:** Expert at managing all phases of project lifecycle from concept to development and implementation

**PROBLEM SOLVING:** Creative solutions for producing variations on themes to integrate and adapt across platforms

**RESEARCH:** Gather data, assess project goals to create stimulating and focused messages

**PROJECT MANAGEMENT:** Adept at juggling multiple projects and meet deadlines in an Agile workflow.

**DEVELOPMENT:** Eager to learn and implement emerging technology and methods

### SKILLS

Mac and PC Platforms  
Figma, Sketch, Miro, Airtable  
Adobe Creative Suite  
Adobe XD and Primere Pro  
Wordpress, Drupal  
Microsoft Office, Powerpoint  
Clickup, Teams, Zendesk, Asana  
Knowledge of HTML and CSS  
Photography + Illustration

### EDUCATION

**Master of Professional Studies | UX Research and Design**

Maryland Institute College of Art | Baltimore, MD

**Bachelor of Fine Arts | Painting & Printmaking + Art History**

Virginia Commonwealth University | Richmond, VA

### EXPERIENCE

**2019–present | User Experience + Graphic Designer**

American Retirement Association, Arlington, VA

- Perform user experience research for projects and organizations to meet KPI goals that align with performance milestones.
- Present concepts and ideas to stakeholders that offer a variety of strategies to solve the problem or improve the product and experience.
- Manage multiple projects ranging from print to web and virtual events.
- A dozen annual conferences and servicing approximately 35,000+ members.
- Designed brand and assets for use in ASPPA All Access 2020 premier live virtual conference hosting 1,000+ attendees on Pathable events platform.
- Develop, implement, create, and maintain brand and style guidelines for a variety of internal departments that include the Government Affairs Committee and Political Action Committee, Online Education and Certification Programs, Magazine Ads, Conference event branding and collateral (virtual and live in-person).
- Coordinate external vendors to print and produce items for sales and events.
- Central member in rebranding the ARA logo and affiliated sister organizations (ASPPA, ASEA, NTSA, NAPA). Created the Certified Plan Sponsor Professional (CPSP™) Credential logo for the premier course developed by ARA eLearning department for Plan Sponsor Council of America (PSCA™).
- Developed education credential badges for distribution on LinkedIn etc.

**2018–2019 | Graphic Designer | National Apartment Association | Arlington, VA**

- Managed multiple design projects ranging from print to web and digital
- Conceptualized and Created graphics for internal departments
- Education/Certification, Magazine Ads, Conference Collateral, Apps, & Social Media.
- Worked with external vendors.

**2004–2019 | Founder & Principal Designer | Heather Waugh Design | Fairfax, VA**

- Manage all phases of design projects from concept to completion.
- Provide a variety of services from branding, advertising, publication and web presence.
- Clients include small business, university, corporate and non-profit.

**2014–2016 | Graphic Designer | Atlantic Coast Athletic Club | Charlottesville, VA**

- One of two Graphic Designers for company headquarters and satellite locations in three states; memberships over 150,000 total members.
- Developed marketing campaigns from concept through completion for corporate and subbrands; for print, large format display, digital formats for web and social media.
- Boosted memberships and sales to local clubs and in three other states.
- Copy editing and writing. Wrote blog articles for Facebook pages.

**2002–2004 | Art Director | Home Buyer Publications | Chantilly, VA**

- Promoted to Art Director within three months.
- Translate editorial and marketing requests into visual concepts.
- Complete magazine design (departments, editorial and advertising).
- Commissioned work to photographers and illustrators; photo editing and image correction.
- Redesigned two magazines brands, identity and design system.
- Hired, trained and supervised staff designers.

**1998–2002 | Senior Designer | Kiplinger's Personal Finance | Washington, DC**

- Promoted from Junior to Senior Designer within a year.
- Designed and produced book jackets and interiors, ebooks, magazine, newsletters, marketing materials, brochures and corporate collateral.
- Conceptualized editorial into visual stories and commissioned illustrations
- Directed photoshoots in studio and on location.
- Managed press inspections for consistent color and image quality.
- Requested price estimates to work within budget.
- Set standards for Kiplinger's online presence.