



HEATHER WAUGH

UX / BRAND / DESIGN

Washington DC Metro Area
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PORTFOLIO

heatherwaugh.com

SUMMARY

Multidisciplinary Artist & Designer with 20 years experience

FOCUS: UX Research & Strategy

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 while meeting deadlines

DEVELOPMENT: Eager to learn and implement emerging technology and methods

SKILLS

Mac and PC Platforms
Oculus/Meta Quest, Midjourney
Figma, Sketch, Miro, Mural, Airtable
Adobe Creative Cloud (Aero, Xd, In, Ai, Ps, etc.)
Wordpress, Drupal
Microsoft Office, Powerpoint
Knowledge of HTML and CSS
Photography + Illustration

ACHIEVEMENTS

Local Leader International Design Foundation NOVA Chapter

EXPERIENCE

2022–present | UX Consultant & Product Designer | CGI | Fairfax, VA

- Contributing member on Innovation Lab projects for XR and Voice technology
- Apply Human Centered Design methods to analyze, visualize and present
- Participate in collaborative workshops, hackathons, working visually in real-time
- Hold presales calls, design reviews and workshops with clients
- Work collaboratively with other designers, developers, solution architects, and project managers throughout the software build process
- Create compelling and cohesive user interface designs and produce deliverables that tell the design story
- Design, ideate, execute and analyze user research
- Conduct User Research before, during and after project
- Design, ideate, execute and analyze on findings from user research
- Participate in presenting & whiteboarding to internal team & stakeholders
- Create and communicate design guidelines, patterns and libraries
- Work with and coordinate with onshore and offshore SCRUM team in Agile flow

2019–2022 | Graphic Designer | American Retirement Association | Arlington, VA

- Graphic Designer working under Art Director in Marketing Department
- 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
- Worked with external vendors to meet project budget goals

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

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

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