



# HEATHER WAUGH

ux > strategy > design

## Heather Waugh

Washington DC Metro Area

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### > PORTFOLIO

heatherwaugh.com

### > SUMMARY

Multidisciplinary Design Strategist with 20 years experience

**FOCUS:** UX Research & Strategy

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

**PROBLEM SOLVING:** Analyze data and create impactful solutions that benefit the user and stakeholders

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

**PROJECT MANAGEMENT:** Adept at juggling multiple projects while meeting deadlines as a team

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

### > SKILLS

Mac and PC Platforms

AI platforms, Midjourney, ChatGPT

AI Prompt Engineering

Figma, Sketch, Miro, Mural, Airtable

Adobe Creative Cloud

(Aero, Xd, In, Ai, Ps, etc.)

Wordpress, Drupal

Microsoft Office, Powerpoint

Knowledge of HTML, CSS

Microsoft Office, Jira, Confluence

Presentation, workshop facilitation

### > ACHIEVEMENTS

**Local Leader** Interaction Design Foundation NOVA Chapter

### > EXPERIENCE

**Jan 2022–present | UX Product Designer | CGI | Fairfax, VA**

- Product Design Consultant for regional, national, and global clients offering IP & Enterprise design solutions
- Contributing member on Innovation Lab projects for XR and AI technology
- Apply Human-Centered Design methods to analyze, visualize and present data
- Participate in collaborative workshops, hackathons, working visually in real-time
- Hold pre-sales calls, design reviews and workshops with clients
- Work collaboratively with other designers, developers, solution architects, and project managers throughout the software build process
- Solution-based and user tested user interface designs and products that put 508 accessibility compliance needs at the forefront
- Conduct User Research before, during and after project and present findings
- Sketch solutions in white-boarding sessions to create findings for service blueprints
- Design, ideate, execute and test product designs based on user research for desktop, web, mobile, XR, and SaaS platforms
- Designed overall flow of digital software products for long-term strategy engagement that captured the product owner and user needs in wireframes, prototypes and final screens
- Participate in presenting & whiteboarding to internal team & stakeholders
- Create and communicate design guidelines, patterns and libraries in Figma
- Work with and coordinate with onshore and offshore Scrum team in Agile flow

**Jan 2019–Jan 2022 | UX Designer | American Retirement Association | Arlington, VA**

- Lead Designer responsible for researching, creating and presenting branding, marketing and advocacy identity and products for five sister membership organizations
- Conducted user research on competitors and industry trends to optimize conference attendance and association membership.
- Created user personas and user journeys to highlight marketing opportunities for in-person and virtual events for over a dozen annual and quarterly conferences serving approximately 35,000+ members
- Created and designed wireframes for email campaigns and websites and mobile screens
- Collaborated with team to understand user needs and budget to create a road map to pivot events from in-person to virtual during 2020
- Collaborated with Directors to produce themes and concepts that align with industry trends and user needs
- Designed brand and assets for use in ASPPA All Access 2020 premier live virtual conference hosting 1,000+ attendees on Pathable events platform
- Created, implemented, and maintained brand and style guidelines for Government Affairs Committee and Political Action Committee, Online Education/Certification Programs, Magazine Ads, Conference event branding and collateral (virtual and live in-person)
- 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™)

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

- Managed multiple design projects ranging for desktop, web, and mobile
- Conceptualized and created graphics for internal departments
- Education/Certification, Magazine Ads, Conference Collateral, Apps, Social
- Worked with external vendors to meet project budget goals

**Jan 2004–Feb 2018 | Principal UX Designer | Heather Waugh Strategy + Design | Fairfax, VA**

- Conducted pre-sales calls with clients to determine project needs to define the goals to drive the design process
- Presented findings in real-time workshops to refine and sketch solutions
- Managed all phases of client relations and projects from discovery, concept to completion for desktop, web and mobile
- Provided a variety of services from user research, user experience, branding, advertising, publication and web presence
- Clients included small business, university, corporate and non-profit

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

- Marketing Designer for company headquarters plus satellite locations in three states
- Developed omni-channel marketing campaigns for corporate and sub-brands
- Boosted memberships (150,000+ members) and sales

**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**