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Heather Merrill

U X

User Experience

PORTFOLIO
heathermerrillux.com
pw:hm2025

heather.a.merrill@gmail.com
linkedin.com/in/heatheramerrill
Littleton, CO 720-291-4444

CAREER OVERVIEW

Ask key questions. Solve the right problems.

Heather's inquisitive & strategic leadership style has delivered high-profile, elegant products throughout her 15 year career in education, fintech and telecommunications. She holds a Masters from the University of Denver in Knowledge Technology. Her expertise includes research, prototyping, accessibility, mentoring, process, data analytics, collaboration & design systems. She uses Figma & other tools to create storyboards, journey maps, flows, wireframes, prototypes & high-fi mock-ups.

EXPERIENCE

Senior UX Designer, Renaissance Learning, Wisconsin Rapids, WI, remote

(11/2023 - present) 1 yr. 2 mos.

- Designed a complex, fully accessible/responsive student assessment delivery solution from conception to live product

Principal (formerly Lead & Senior) Product Designer, Charter Communications, Greenwood Village, CO

(8/2017 - 6/2023) 5 yrs. 10 mos.

- Delivered customer-facing portal designs with multi-disciplinary, cross-functional teams for app & web
- Created research plans & activities
- Applied research to measurably improve experiences, defend decisions & gain alignment
- Facilitated design sprints and co-led a Design Community of Practice to drive innovation & design team growth
- Solved site-wide, multi-team problems by coordinating across teams at the executive level for big wins

UX Architect, IBM Watson Health, Greenwood Village, CO

(9/2016 - 5/2017) 9 mos.

- Designed & prototyped consistent navigation in a responsive Watson Health portal to increase rich data access & ultimately improve cohort outcomes with population health data
- Created an executive-level data visualization tool to highlight extensive research across several methodologies & advocate for design influence on a value-based care application
- Used data visualizations as a filter to pinpoint specific actionable data for population health practitioners

UX Design Consultant, PayPal via Modis, San Jose, CA

(full-time from Denver, CO 12/2011- 6/2016 & 5/2010-5/2011) 5 yrs. 6 mos.

- Produced concepts & prototypes for the PayPal Wallet page. Delivered wireframes, flows & prototypes on scores of other priority global projects now experienced by millions of consumers
- Designed pages & flows for linking a bank account in the US & UK which generated significant revenue
- Used ethnographic research & empathy maps to uncover new product ideas

UX Designer, Western Union, Englewood, CO (9/2011-12/2011) 3 mos.

- Incorporated complex international KYC compliance rules into page designs

EDUCATION

Master of Applied Science, Knowledge & Information Technologies - Web Design Concentration, University of Denver, Denver, CO (2006-2009)

Bachelor of Music, Oboe Performance, University of Colorado, Boulder, CO

Other training: Toastmasters, Lean UX, SIL Cross-Cultural Communication Course, SIL Anthropology (3 month experiential intensive training), SIL Resilience & Relationship Training & Swahili study

Tools: Figma, Sketch, Zeplin, Axure, Invision, Adobe Creative Suite & more

COMMUNITY INVOLVEMENT

Second oboist in the Symphony of the Rockies

Member of the Denver UX Community, Women Work & Calling, Christ the King Anglican Church