# Heather Zayne

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*portfolio:* www.hzayne.com

## EXPERIENCE

### Director Experience Design  VMLY&R *from* 2021 - current

- Work cross-functionally in user experience design (UED), customer experience (CX), brand experience (BX), for content management of 25-30 vehicles on Ford.com and other enterprise websites.
- Cultivating leadership skills by managing, mentoring and training a team of multiple art directors, experience designers, copywriters, production artists and freelancers to help enhance skills and capabilities through one-on-one meetings and focused workshops.
- Manage workloads of large enterprise team to optimize productivity, research, budget and timelines of all projects.
- Creative direction for BX of global photo shoots to visually enhance the customer experience and marry the Ford online environment to user-centered design methodology.
- Conceptualize, storyboard, prototype interactivity of interface designs using tools such as Sketch, Figma, or Webflow, edited video, review initiatives for Ford.com while juggling multiple priorities in a fast-paced, dynamic environment.
- Managed UX planning for usability and maintaining UX/UI system library.
- Develop insights and recommendations for vehicle pages based on competition, relevance, popularity and site analytics while working closely with strategy and client engagement teams.

### Senior Interactive Art Director  GTB *from* 2020 - 2021

- Researched industry trends and evaluated competitive pieces to enhance creativity and gather fresh ideas to provide recommendations to management regarding quality of customer experience.
- Led proof of concept project for F-150 Lightning using several prototypes and an interactive design approach aimed at user-centered integration of candid lifestyle automotive photography.
- Evaluated and contributed to creative team ideas and translated into actionable project plans including wireframes, storyboards and shotlists.

### Freelance Creative Director  Fuse Technology Group *from* 2009 - 2020

- Spearheaded re-branding campaign to meet and exceed quarterly sales goals while monitoring industry trends to keep creative materials fresh and engaging.
- Performed competitive research and developed effective strategies for integrating into existing campaigns.
- Met aesthetic and technical criteria to complement design usability and enhance functionality with attractive layouts in advanced prototypes and themes.

### Art Director of Marketing  Fathead *from* 2016 - 2020

- Visually communicated concepts and creative strategies to build brand awareness through digital channels including e-commerce, social, email.
- Hired, trained and led a large team of 12 designers, 5 developers, 3 photographers, 2 email artists and provided constructive feedback ,coaching, and motivating mentorship.
- Spearheaded launch of website design, brand, and product development for Fathead's sister company Guild & Grace. Also created all wireframes, user stories, UX elements, animation and interactions for Shopify site via prototypes.

### Senior UX/UI Designer  Media Genesis *from* 2012 - 2016

- Supervised team of experience designers to create award-winning visual websites, apps, e-learning software and media campaigns.
- Promoted multiple brand identities by creating company logos and delivering highly engaging,interactive, user-friendly, responsive websites for non-profits, hospitals, etc.
- Trained dozens of interns how to design using Adobe Creative Suite and interactive web tools such as Webflow, Figma and Sketch.

### Design Manager  PGN Agency *from* 2009 - 2012

- Managed all campaigns, website design, and development projects for edgy clients like Harley-Davidson.
- Executed photography and creative direction for food, product and portrait deliverables.
- Orchestrated creative client kick-off meetings, and trained team members on SEO, web design and social media advertising.

## EDUCATION

**2005 B.F.A.** with High Honors from College for Creative Studies, Detroit MI.
**2023 UX Design Professional Certificate** from Google

## SKILLS

| | | |
|---|---|---|
| Empathy | Cascading Style Sheets (CSS) | Graphic Design |
| Animation | Front End Development | Adobe Creative Suite |
| Art Direction | E-Learning Software | Adobe Photoshop |
| Brand Management | Mobile Apps | Adobe Illustrator |
| Brand Experience (BX) | Mobile Dedicated Sites | Leadership |
| User Experience (UX) | E-Commerce | Creative Strategy |
| User Interface Design (UI) | Responsive Web Design | Social Media Marketing |
| User Experience Design (UED) | Prototypes in Sketch, Figma & Webflow | Accessibility & Compliance |
| Interaction Design | Content Management Systems | Competitive Research |
| Interactive Creative Direction | Fine Arts Photography | Workshop Creation |
| HTML | BioMedical Photography | UX Training |

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|---|---|---|
| Interior Design | Watercolour | Hot Rod building |
| Woodworking | Silkscreen | Textile Design & Sewing |
| Illustration | Subtractive Sculpture | Upholstery Design |
| Product Design | Metalwork | Mothering of Sons |
| Guache Painting | Motorcycling (street) | |

## REFERENCES

**Paul Kelley**: Group Creative Director
248.760.6301

**Ryan Peralta**: Senior Developer
586.709.7413

**Pete Sanders**: Business Owner
586.214.7383

**John Torres**: Director of Operations
734.262.0920

**View Portfolio**