

Mike Heitzke

UX MANAGER DESIGNER

830.377.2589
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SKILLS

Product design
Product analytics
Product and customer research
A/B testing & strategy
Rapid prototyping
Usability testing
User flow analysis and diagramming
Workshop facilitation

DESIGN & PROTOTYPING

Figma, Sketch, Adobe CS,
InVision, Marvel

CODE/WORKFLOW

HTML, CSS, JavaScript,
ReactJS (functional
knowledge), RoR, task
runners

EDUCATION

Samford University
BA Graphic Design - 2008

PERSONAL

Competitive powerlifter,
wannabe welder, cars with
3-pedals and horology
enthusiast.

Technical design leader focused on mentoring teams, as well as assessing, facilitating and building the best solution at the right time. Over the years of filling hybrid design and front-end roles I found myself on many different sides of the product construct and love the entire end-to-end process, especially the cross-functional collaboration required to achieve effective product building.

WORK

HashiCorp - Design Manager

November '21 - June '23

Leading design strategy and a team of designers focused on building and establishing dev.hashicorp.com as the central learning place for all practitioners. We planned out and executed the on the consolidation of 9 disparate informational sites to a centralized learning hub.

CarMax - Design Lead

July '21 - November '21

Working in the Logistics space within the Supply domain supporting three teams and defining the domain from a product and design perspective. Duties include discovery, research, facilitation, user flow diagramming to UI implementation and pilot strategy.

Asurion - Sr. Manager - Design

April '18 - July '21

Leading growth and strategy for teams as large as 14 designers reimagining Asurion's core insurance product fulfillment process. My last team was focused in building native iOS/Android apps for logistics, fulfillment and facilitating service design of in-home and in-person experiences in highly interesting times.

April '18 - August '19 / Sr. Manager - DesignOps

May '17 - April '18 / UX Principal

October '13 - August '15 / Sr. UX Designer

Watchbox/Govberg Watches - Design Lead & Consultant

August '15 - May '17

Full life cycle design and high-level strategy. Conceptualizing business ideas, market research, rapid-prototyping and implementation. Iterating on, improving and rebuilding existing properties in both web and native app environments.

ADPList - Design Mentor

October '21 - Current

Nossi College of Art - Adjunct instructor

Jan '15 - May '17

Isotope11 // Kinetic // GradesFirst - UX/UI Designer & Front-end dev

February '09 - October '13