

Heath Meyette

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Employment

Esri, Inc. - Redlands, CA

November 2016 - Present

Position: UX/UI Team Lead, Software Development

- Ensuring UX and UI consistency across a platform of software products
- Creating and establishing a user centered software development process
- Spearheading an Accessibility/508 Compliance initiative
- Implementation of usability testing, expert reviews, guerrilla studies, analytics
- Breaking down team silos to create cross team communication and collaboration
- Retaining, mentoring, and growing team members

Esri, Inc. - Redlands, CA

March 2014 - November 2016

Position: Senior User Experience Architect

As part of Esri's Creative Lab, I am responsible for using my visual storytelling skills to help create user-centric enterprise level software products that are intuitive, usable, and elegant, serving over 2.3 million users with 6 billion online map requests per month. I work collaboratively with multidisciplinary groups and cross-functional teams of developers and designers in an agile product development environment to create amazing user experiences and user interfaces that evolve the Esri brand from inception to post-launch analysis.

- Perform heuristic evaluations, create wireframes, information architecture, workflow diagrams, card sorts, proof-of-concepts, and interactive prototypes.
- Experience creating holistic design solutions that address business, brand, and user requirements.
- Foster collaboration and introduce cohesive interaction design, and user experience approaches to a non design audience.
- Ensure consistency between various customer-facing platforms.
- Work in partnership with stakeholders, designers, and developers to create end-to-end experiences using iterative design techniques.
- Act as a UX evangelist, ensuring others understand the value of UX activities and help develop and drive user experience strategy.
- Mentoring junior ux/ui designers.
- Design and conduct user experience research including coordination and implementation, scenario writing, research study moderation and observation, guerrilla testing and hallway testing to observe behavior and evaluate user response.
- Creation of high fidelity user interface mockups and clickable prototypes based on a style guide I helped establish and implement.

- Delivered lightning talks and hands-on workshops teaching user-centered methodologies.
- Work closely with developers to oversee implementation of patterns and styles to maintain user interface guidelines.
- Work closely with visual designers to make sure style guidelines address usability concerns and are aligned with usage needs.
- Requirements gathering and validation.

Medical Insight - Aliso Viejo, CA (Contract Position)

September 2013 - March 2014

Position: Web Designer

In this contract position I was responsible for the design, development and implementation of cross media marketing strategies. This included coordinated email and print campaigns, web design and maintenance, and the complete user experience and development of a new mobile friendly web presence for the industry leading advertising agency serving the medical aesthetic industry.

Think Tank Designs - Chino Hills, CA

July 1999 - September 2013

Position: UX Designer, Partner

In 1999 I co-founded Think Tank Designs, a Web and Graphic Design Agency in Chino Hills, California. During the early years of Think Tank Designs' existence I focused mainly on brand identity, both the creation of new brands and the maintenance of existing brands. I was fortunate enough to win many accolades for both my print and web work.

By 2007 I was working with numerous cross media clients who trusted me to help launch and maintain their brands. Over the years I gained valuable knowledge about cross media marketing strategy. I learned how to identify business opportunities and develop targeted collateral materials, create effective call-to-actions, and write compelling content.

Leveraging my expansive knowledge of design and marketing I became responsible for guiding the design process from start to finish. This would include collaborating with stakeholders to develop targeted design for both print and web.

At Think Tank, I gained extensive experience managing a variety of projects with varied timelines, priorities and resources. My daily routine involved working collaboratively in a fast paced, deadline-driven environment where I would continuously teach myself new skills, technologies and programs related to this dynamic industry that positively effect the development of client business needs. Duties included:

- Oversight of day-to-day operations
- Directing projects from concept through completion
- Managing numerous projects simultaneously
- Presenting work to clients for review and feedback
- Diplomatically defending user centered design decisions
- Business development and marketing plans
- Art direction
- UX/UI Design
- Copywriting for the web
- Email marketing campaigns
- Blogging and social media
- Content marketing
- General creative problem solving

Art Institute California Inland Empire - San Bernardino, CA

October 2007 - March 2011

Position: Instructor of Web Design & Interactive Media

As a direct result of my work at Think Tank Designs, I was recruited as an adjunct instructor to teach in both the Graphic Design and Web Design & Interactive Media departments at the Art Institute - Inland Empire. While there, I taught UX Design, Professional Practices for Multimedia, Cross Media Identity, Intro to Web Design, and Intermediate Web Design. I taught at the Art Institute for three years until I stepped away from teaching to focus on Think Tank Designs. Duties included the following.

- Creation of weekly lesson plans
- Delivery of weekly lectures
- Technical workshops and exercises
- Leading critiques
- Grading of class projects

eBuilt, Inc. - Irvine, CA

June 1999 - October 2000

Position: Graphic Designer

I began my career in Irvine, CA at a web technology company where I was part of their ePlanning department that developed business and marketing plans for large-scale ecommerce incubation projects, making it possible for internet startups to secure venture capitalist funding. Duties included the following.

- Illustrations and visuals for business plans
- Logo design and brand identity
- Development of preliminary website concepts and interfaces

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Education

California State University, Fullerton

August 1997 - December 2000

Major: Graphic Design (BFA)

Focus: Cross Media Identity, Web Design

California State University, San Bernardino

August 1994 - June 1997

Major: General Education

Focus: Graphic Design

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Qualifications

- 18 years of UX, UI, Web, and Graphic Design industry experience.
- Experience creating great user-centered interfaces.

- Lifelong learner, self-starter, motivated to always be learning and growing as a designer.
- Experience with HTML and CSS.
- Experience developing and maintaining patterns and style guides for an enterprise software solution.
- Time management, leadership and organization, creative problem solving skills.
- Experience working directly with stakeholders and team members to implement targeted design solutions.
- Excellent communication, presentation and interpersonal skills.
- Experience diplomatically explaining, discussing and defending user centered design decisions.
- Capable of independently pushing the design process to meet objectives and deadlines.
- Organized, able to think beyond what is asked for, and able to manage numerous projects and competing priorities in a fast-paced, evolving environment.
- Ability to write well thought out and persuasive copy for the web.
- Self motivated, able to drive initiatives and work with little or no supervision.
- Strong work ethic, rare sense of personal accountability and initiative, strong moral compass.
- Expert understanding of layout, typography, hierarchy, color theory, patterns and other design principles.

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Achievements

- Recipient of over 30 prestigious regional and national design awards, (2000-2013).
- Work featured in the book *American Corporate Identity*, (2007).
- Interviewed for the book, *Breaking Into Graphic Design: Tips from the Pros*, (2004).
- Guest judge for the American Advertising Awards, (2007-2018).
- Past Art Institute Program Advisory Committee Member, (2004-2007).
- Instructor of Graphic Design, Web Design & Interactive Media at the Art Institute of California - Inland Empire, (2007-2011).
- Successfully owned and operated a Web and Graphic Design Agency for over 13 years, (1999-2013).

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Tools

Comparative Research

Workflow Diagrams

Wireframes

Usability Testing

Expert Reviews

Card Sorts

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Apps

Adobe Creative Cloud

Microsoft Office

GitHub

Diagram and Visualization

Lucid Charts, Sketch, InVision, Adobe XD, Balsamiq

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Certifications

Scrum Team Member Certified

Scrum Master Certified

Scrum Product Owner Certified

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