

# MONIQUE HEILESON

## UX Visual Designer & Project Manager

experienced + creative + efficient + personable

[monique@moneek.com](mailto:monique@moneek.com) 206.739.7066 [www.moneekmultimedia.com](http://www.moneekmultimedia.com)

I am a creative and versatile UX/visual designer and project manager. I am particularly interested in collaborating with dynamic teams and mentoring other designers. I am comfortable with tight deadlines – always open to feedback and iteration. I am analytical, motivated, organized, and flexible – notwithstanding ambiguity. I thrive on learning and developing my skills, immersing myself in the latest trends and platforms. I relish in research, developing strategy and evaluating roadblocks to improve process.

## PROFESSIONAL EXPERIENCE

**MICROSOFT** via TechMahindra – Seattle, WA – Nov 2021 – Present

### Product Designer

- I produce assets and curate content in development of templates for Microsoft Office applications.
- Attention to detail is paramount in this project. Templates assets must be editable for the non-designer, care taken to localization, tagging, and organizing for global rollout.

**MONEEK MULTIMEDIA** – Seattle, WA – Jan 2014 – Nov 2021

### Founder, UX/Visual Designer & Project Manager

- I design and produce websites, branding, collateral, presentations, motion graphics, illustrations, infographics and more. I conduct research, wireframe user experience, and design interfaces for websites, portals, and applications.
- I work directly with stakeholders to develop strategy and content. I develop visuals out of concepts. I manage estimates and budgets, write creative briefs and track milestones.
- I am detail oriented – conducting competitive analysis, researching current trends, and setting timelines – I iterate, communicate, coordinate production and review results of each project.
- Clients include University of Washington, Microsoft (Azure, Security and 365), AWS, Micron, Cloudera, Intel, T Rowe Price, Modius, Global Foundries, Alteryx, Groq, Lereta, Show & Tell Tees, and MultiCare Hospital System.
- I carefully adhere to branding guides for each client, understanding logo usage, color systems, fonts, and image aesthetic. I manage assets within each client's individual systems, updating and preparing assets for production and implementation.

**LOGIC 20/20** – Seattle, WA – Feb 2021 – June 2022

### UX & Visual Design Consultant

- As a UX consultant I interviewed users, created personas, and identified workflows. I created wireframes and collaborated with a development team to implement my findings into the Microsoft XBOX Privacy portal.
- As a visual designer I worked with subject matter experts, writers, and project managers to design a series of whitepapers for Microsoft Azure IIOT, featuring diagrams, illustrations and infographics related to the content.

**RESPECT NETWORK** – Seattle, WA – Jan 2015 – Sept 2016

### Creative Director

- I assumed a leadership role in this start-up – influencing strategies, concepts, and marketing tactics. Creating corporate materials, presentations, website, social media, and UX/design for mobile apps, I collaborated with and developed consensus between founders, partners, and investors.
- My contributions in building interest and notoriety led to a beneficial merger with Evernymn.

**MEDICITY, INC.** – Salt Lake City, UT – Feb 2000 – Jan 2014

### Head of Creative and Design

- I held bottom-line accountability for developing brand identity and image. I designed print collateral, corporate materials, tradeshow graphics, motion graphics, demos, product UI/UX, infographics and websites along with visual design, UXD and production for several of Medicity's customers wider corporate needs.
- I managed in-house and outsourced teams – leading efforts to recruit, develop and mentor resources. I reviewed all production materials, conducted A/B testing and managed operational, strategic, and administrative functions.
- I made key contributions in creating and maintaining brand identity for a company I joined as employee #8, which sold for \$500M 12 years later. I remained on staff by request from Aetna to oversee re-brand and direct creative work for subsidiaries.

### EDUCATION

BFA in Advertising & Graphic Design (cum laude) – Utah State University – Logan, Utah 1996

### ASSOCIATIONS

The Freelance Creatives, Muddy Gecko, Creative Circle, Collective Chemistry & Adobe CreativePros.

### SKILLS & TOOLS

Marketing/Social Media

Adobe Creative Suite

UX Research/Testing

UI Design/Development

Microsoft Office/Google Suite

Web/Interaction Design

Brand/Corporate Identity

WordPress/CMS

HTML/CSS

Instructional Design

Mobile Apps

Localization Design

Motion Graphics

Team Leadership

Infographics/Typography

Presentations

Sketch/Figma/InVision

Accessible Design

Online Events/Webinars

Print/Digital Advertising