

Heiko Frost

UI/UX Design Manager

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I specialize in leading the creation of innovative, enterprise-scale UI/UX design systems for organizations. I have technical knowledge and experience of the entire design process: initial research and interviews; ideation; wireframes, vector composites; small-scale, proof-of-concept prototypes; deployable production-level code. Additionally, I have over four years experience assembling and directing a UIX team to meet our organisation's customer-facing, user experience needs.

Objective

A design managerial position directing and mentoring a UIX team to provide exceptional, customer-focused UI/UX systems and solutions.

Professional Experience

Senior Manager, User Experience & Front-End Development

2018 – Present

Simpson Strong-Tie, Inc. | Pleasanton, CA

- > Direct day-to-day strategic design leadership that fosters a shared understanding of the customer-centric intersection between product design, engineering, content, business, and marketing value.
- > Manage and mentor a UIX team of product designers, researchers, and front-end engineers to provide UI/UX solutions for customer facing technologies.
- > Synthesize the big and small pictures of both creative and technical solutions into feasible, sound, and successful strategies my clients can measure.
- > Direct the efforts in creating a consistent, well thought-out, visual design system to promote the Simpson Strong-Tie Brand.
- > Lead the design and development of Simpson Strong-Tie's structural engineering, single page web applications and maintain cohesive brand image throughout all other apps.

User Experience Design Manager

2017 – 2018

Simpson Strong-Tie, Inc. | Pleasanton, CA

- > Responsible for design and engineering deliverables such as process flows, application/UI designs, vector composites, and small-scale working prototypes through complete production-level coded products.
- > Maintained consistency of design patterns, modules, colors, look and feel, UI interactions, etc., by creating a digital design style guide to be used and followed by all website products.
- > Collaborated effectively with multidisciplinary teams to evaluate, propose, and finally execute great UI/UX solutions and products in the face of technical constraints.
- > Evaluated and successfully executed on technological and business implications of a task, technical debt, and being done over being perfect.

Lead Product Designer & Web Developer

2012 – 2017

Simpson Strong-Tie, Inc. | Pleasanton, CA

- > Organized, designed, and built UI/UX modules, templates, pages, and systems to fulfill the needs of the company across its web product portfolio.
- > Initiated and developed future projects and newer technologies which pushed the envelope of where our digital products needed to be in next one, two, and five years. These future projects would in turn influence or become the designs and solutions built into current projects after rounds of experimentation and prototypes.
- > Led the front-end development for the design, framework, and functionality for the new CMS-based website.
- > Developed engineering-based web applications: concept, UI, UX, coding, scripting, and graphics.

Professional Experience (Continued)

Web Designer

2012

Alibaba.com, Inc. | Santa Clara, CA

- > Created landing pages, micro-sites, and forms.
- > Prototyped UI/UX wireframes and high-fidelity mockups of web page designs.
- > Conceptualized and implemented custom WordPress-based blog.
- > Developed banner ads and collateral for the Alibaba.com home page.

Web Designer

2009 – 2011

Cable Wholesale | Livermore, CA

- > Prototyped and developed UI designs for rich, interactive site features.
- > Developed custom WordPress blog themes.
- > Conceptualized, researched, and authored monthly email/web technical articles.
- > Designed email marketing campaigns.

Graphic Designer

1999 – 2008

Marin Independent Journal | Novato, CA

- > Performed the lead role in the design and production of in-house newspaper and magazine advertisements.
- > Created advertisement mock-ups for new and existing clients in various industries.
- > Developed guidelines, style guides, and style sheets for full-page advertisements.
- > Trained, supervised, and provided art direction for junior designers.

Technical Skills

Design

- > Figma
- > Balsamic
- > Sketch
- > XD
- > Crazy Egg
- > Illustrator
- > InDesign
- > Photoshop

Development

- > HTML, XML
- > CSS: SASS, LESS
- > JS: Vanilla, React, JSON, jQuery
- > .NET: MVC, ASP Webforms
- > IDEs: Sublime, Atom, Visual Studio Code
- > Repositories: GIT, TFS

Project Management

- > Confluence
- > JIRA
- > Smartsheet

Education

Electrical Engineering & Computer Science

University of California, Berkeley