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WILLIAM HEKKING

I'm a professional UX / UI Designer with 10+ years of design experience.

Let's create enjoyable and efficient user experiences together!

Qualifications

- Comfortable at any point in the design process; Conducting user research, building out information architecture, wireframing, prototyping, light HTML/CSS coding, testing, producing finished, polished design deliverables.
 - Skillful user of Axure, Sketch, Figma, Adobe suite, and an Agile development environment using the Atlassian framework (Wiki, Jira, etc.)
 - Able to communicate importance of design concepts to all levels of stakeholders
 - Creative and intuitive problem solver, always looking for the intersection of user and business goals.
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Experience

Senior UI / UX Designer (promoted from **UI Designer**)

Ribbon Communications | May 2014 – February 2024

- Led the initiative to create and design Ribbon Communications first interactive style guide / UI kit with cohesive formatting and interactions. Designed and built this UI as a “product” so the designed components functioned as completely usable elements
- Helped lead Ribbon Communications work in accessible design, adopting web accessibility (WCAG) guidelines into our UIs for the first time, and built this into our style guide / UI kit
- Researched and gathered technical and user requirements to build Information Architectures
- Created static and interactive UI designs ranging from wireframes to finished deliverable mock-ups
- Translated technical requirements into readable comprehensive User Experience Design Documents (UXDDs) for developers.
- Work collaboratively with UI developers and other stakeholders in order to ensure seamless interactions and consistent design
- Conducted design prototype walk-through presentations and knowledge transfers
- Successfully managed remote contractor design team, leading to successful product launch
- Promoted user-centric design within an engineering-focused organization

Digital Designer

Trillium Software | November 2013 - May 2014

- Designed new customer conference logo and collateral material
- Redesigned company whitepapers and data sheets based on new branding
- Designed and coded customer conference website and emails
- Designed and coded landing pages then deployed in Eloqua
- Designed banners and buttons for website and emails
- Built and maintained stock image library in Flickr

Freelance Web / Graphic Designer / Developer

self-employed www.hekkmart.com | September 2010 - March 2016

- Built out user-flows and information architectures for web design clients
- Designed and built websites from start to finish
- Designed magazine spreads, business cards, and posters

Education

Web and Graphic Design Certification

Boston University, CDIA | September 2010 - May 2011

MA - Contemporary Art Criticism + Art History

SUNY Purchase | September 2000 - May 2003

MFA - Printmaking

SUNY Purchase | September 2000 - May 2003

Art Program Completion - Year Abroad

Salzburg College | September 1997 - May 1998

BFA - Printmaking

UMass Dartmouth | September 1993 - June 1997