

HEATHER LYNN STILES

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Skills

Figma	Information Architecture	Agile Methodology
Miro	Wireframing & Prototyping	UI Accessibility Standards
Adobe Suite	Artificial Intelligence Interface	Slack
HTML / CSS / JavaScript	Android & iOS Design	HubSpot
User Research	B2B SaaS Product Design	WordPress

Experience

Senior UX Designer (Contract)

PepsiCo | Remote

Nov. 2024–Mar. 2025

- Led the complete redesign of an internal SaaS nutritional data tracking tool from discovery to dev hand-off, resulting in better financial visibility and 10x faster task completion

Senior UX Designer (Contract)

Highland | Remote

May 2024–Oct. 2024

- Translated user findings into a robust ed tech product redesign that resulted in a 3x more favorable user rating when tested with students
- Reframed the value propositions and brand appearance of a customer-facing client website that led to a 3% increase in engagement over a three-month cycle

UX Designer (Contract)

PepsiCo | Remote

Nov. 2023–Jun. 2024

- Performed a top-to-bottom UX analysis and redesign for an AI-powered grocery aisle analytics app that saved PepsiCo sales reps dozens of manual hours
- Led a team of designers that customized features for a demand and supply forecasting tool deployed across North American markets, thereby reducing redundant external products by 5x and improving financial report accuracy

UX/UI Designer

Alto | Dallas, Texas

Jan. 2022–Aug. 2023

- Sole designer on a team that transformed a manual forecasting process into an AI-powered scheduling platform that saved 40+ weekly man-hours
- Conducted rounds of hallway user testing, Jira story writing, and creation of lo-wfi & hi-fi Figma prototypes in order to successfully implement a rideshare kiosk at Dallas Love Field Airport which increased customer conversion by 43%

Certifications

Product Academy Fundamentals Certificate

McKinsey & Company | Online

Aug. 2022

Completed immersive product management course with leading industry professionals.

UI Design Hand-off to Development Certificate

Udemy | Online

Nov. 2022

Constructed optimized Figma files through a series of 22 lectures by Christine Vallaure.

Other

Experience

Graphic Designer / Communication Coordinator

PIA MidAmerica | Dallas, Texas

Jan. 2020–Jan. 2022

Creative Design Team Intern

Applied Medical | Rancho Santa Margarita, California

May 2018–Sept. 2018

Education

California Polytechnic State University

San Luis Obispo, California

Bachelor of Science in Graphic Communication, 2018