Robert Heath

Principal Designer

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Career Experience

AWeber | Jan 2020 - Present

Principal Designer

- Led the design and development of AWeber's rebrand

- Managed A/B tests of new brand pages. Increased average conversion rate by 5%

- Created the new brand design library and led front-end development of the design library

- Developed new 3d mascots for corporate identity

- Led the design of social and display marketing ad sets and created display ads template library using Canva for the display team

- Created new on-brand deck presentation templates and document templates for the PR team

- Participated in co-hosting AWeber daily live show

LendingTree | Dec 2017 - Jan 2020

Sr. Visual Designer / Product Designer

- Assisted in the development of the corporate rebrand

- Designed the highest converting landing page (and homepage) form flow

- Led the design of the lender dashboard CRM

- Led design over the business loans and home loans verticals

- Assisted in the visual development of business loans integration in the MyLendingTree app

- Assisted in the design and development of internal events materials around campus

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RedVentures | July 2015 - Dec 2017

Design Lead / Front-end Developer

- Led digital design on 5 partnerships. ChooseEnergy, MyMove, GoodCall, Upside, and Hulu

- Led the redesign of ChooseEnergy.com and Upside.com

- Worked as a front-end developer on the Frontier Communications partnership

- Technical and career mentor for the Road2Hire academy, a non-profit company by RedVentures

- Organized official company presence at Charlotte comic-con for creative hiring initiative

One Brand Marketing | Sept 2011 - June 2015

Designer / Front-end Developer

- Led the design and front-end development of eddmExperts.com, PostcardPros.com, and GrowMail.com

- Designed the MVP of imageMEDIA's EDDM Map tool

- Designed and managed display ads and social media accounts

- Was a member of the 'GrowMail x USPS' partnership pitch team that won a 25M a year contract with the USPS. I created the user experience flow including shopping cart experience and overall site design and then worked on all the site's front-end development.

- Designed and developed new targeted landing pages for imageMEDIA

- Wrote, storyboarded, and helped animate eddmEXPERT's first commercial.

- Designed customer and partnership pitch decks

Skills and Software Experience

Screen design tools

- Sketch

- Adobe XD

- Figma (preferred)

- Adobe Photoshop

- Webflow

Front-end development

- Webflow (preferred)

- WordPress

- HTML5 / Handlebars

- CSS / Sass (SCSS)

- JavaScript / jQuery

- Git

Illustration tools

- Adobe Illustrator

- Procreate

- Blender

- Zbrush

- Keyshot

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