



Mark Hegemier

Sr. Product Designer

“ Good artists copy; great artists steal. ”

Pablo Picasso

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Education

Bowling Green State University

Bachelors of Fine Arts
Majored in Graphic Design

Skills

Design

UX / UI

Figma

Adobe

Sketch

Product Design

SaaS

Brand

Atomic Design

HTML

CSS

Wordpress

Creative Lead

Prototyping

Wireframing

Web Responsive

Mobile Design

User Experience

User Testing

A/B Testing

Journey Mapping

Card Sorting

Jira

Agile

Mentoring

Strategy

Workshops

Research

Miro

Mural

Client-Facing

Persona

Accessibility

Presentation

Latest projects

New Sports Platform Web Design

Showcasing new platform based on feedback from our DFS and fantasy customers.

<https://figma.com>

New Powerful Telehealth SaaS Project

Powerful website + dashboard application components for doctors and patients to communicate with ease.

<https://figma.com>

Experience

Sept 2023 – Current • Remote

Design Lead Heavy on Sports

- Leads a user-centered design process from end-to-end for the fantasy sports department by solving user problems in creative solutions.
- Leads the visual design phase of ongoing design experiences for iOS, Android, and web platforms.
- Use best design practices across various platforms and devices for the design systems based on Heavy's brand identity, prototypes (low and hi fidelity), iconography and interaction design.
- Understanding customer needs and showing empathy and openness when interacting with customers, co-workers and stakeholders.
- Integrate user research and data analytics into every stage of development.

Oct 2021 – Oct 2023 • Remote

Senior Product Designer Veracity Consulting

- Worked for Fortune 500 Companies (Pfizer, BP, Carrier, AmerisourceBergen)
- Designing mobile applications and experiences using mobile-first principles and responsive design best practices.
- Create user-centered designs by understanding business requirements, and user feedback.
- Experience developing user-flows, wireframes, and functional prototypes.
- Lead the visual / research design phase on client projects, such as web, mobile and SaaS products.
- Create design systems and maintaining the components, along with detailed UI specifications and interactive designs.
- Experience designing with WCAG Accessibility guidelines.
- Collaborate effectively with product team, developers and stakeholders.

Mar 2021 – Oct 2021 • Remote

UX / UI Design Lead DMI (6 contract)

- Worked across the entire product design lifecycle: from user research, user flows, wire-framing, writing copy, creating illustrations and graphics, building and testing prototypes, and preparing work for developer handoff.
- Created and maintained the design library and design system using MVP's branding elements.
- Designed the mobile application and experience using mobile-first principles and responsive design best practices.
- Ability to assess a project holistically to understand how to best leverage UX, and the ability to compose and facilitate presentations and workshop sessions.
- Interacts with the product at different levels. Understand the user experience at each layer of the product to ensure the best experience for each type of user.
- Rapid prototype ideas and concepts for feedback (wireframes, journey flows, card sorting)
- Works directly with the development team to take feedback and adapt the product accordingly. Working knowledge of HTML and CSS.

- Jan 2019 – Mar 2021 • Remote
Senior UX / UI Designer
Lumen Technologies

 - Collaboration with other team members to ensure initiatives are in alignment with corporate strategy and overall design complies with customer experience vision.
 - Creation of site page prototypes, wireframes, storyboards, sitemaps and screen flows.
 - Providing day-to-day direction & approval to colleagues executing on the web product detailed requirements in the front end production & technology areas.
 - Worked collaboratively across different teams with different skillsets, including designers, developers and project managers.
 - Provided consistently high-quality design that aligns with our strategic vision and direction guidelines.
- Mar 2017 – Nov 2018 • Ohio
Design Director
EF Hutton

 - Developed and designed detailed wireframes, user flows, prototypes, and visual specs for the marketing campaigns.
 - Created websites and email campaigns using HTML / CSS or Wordpress.
 - Played an essential role in the marketing, creative, communications and digital departments.
 - Responsible for leading the team of designers, developers, project managers and copywriters developing creative guidelines in a agile environment.
 - Also maintained the SEO and ad word campaigns for the company.
 - Manages the creative process from concept to completion and to ensure visual communication and brand standards are met.
- Nov 2015 – Mar 2017 • Ohio
Digital Designer
The Mears Group

 - Digital development of all campaigns for the company. Worked closely with account executives to schedule and monitor all projects
 - Produced innovative ideas for the visual elements of advertising campaigns in all kinds of media, including: websites, landing pages, email campaigns, all print media, trade show displays, SEO, Google Analytics, and multimedia presentations.
 - Supervised design staff on the campaigns from the outset and determine how best to represent a concept visually.
 - Managed vendor relationship/execution as related to assigned activity.
- Apr 2013 – Aug 2015 • Ohio
Digital Designer
Expedient

 - Responsible for generating the visual and graphic designs as it relates to all the aspects of the marketing program.
 - Branding, program identities, print collateral, web templates, data sheets, whitepapers, industry brochures, company websites, micro-sites and email campaigns. Coded in HTML / CSS and Wordpress.
- Nov 2011 – Mar 2013 • Ohio
Digital Designer
Ernst Sporting Goods

 - Responsible for creating/designing seasonal catalogs/ brochures/ flyers, and email blast.
 - Responsible for designing maintaining the company's website, illustrate and design t-shirts for area schools.
- Nov 2007 – Jun 2010 • Ohio
Web Designer / Developer
Totally Promotions

 - Helping the company through visual and conceptual means. Designed and developed company's websites. Created motion graphics, web banners and set photography shoots.
- Oct 2003 – Oct 2007 • Ohio
Graphic Designer
BigThumb Technologies

 - Successfully manage and coordinate graphic design projects from concept through completion.
 - Worked closely with clients and management to create corporate identity layouts, logos, brochures, newsletters, ads, package design, powerpoint presentations, photography shoots, and production and managed the company's websites.