



# CHELSEA G HITZLER

PRODUCT DESIGNER | FRONT END DEVELOPER

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## EXPERIENCE

**Hum Works** *Jul 2021 – Current*

**Lead Product Designer & Front-End Developer**

### UX Design

- Conduct user feedback sessions with clients on new and existing product capabilities. Iterate on feedback and adapt designs to provide excellent user experience that helps our clients achieve their use-cases.
- Improve and concept new product features using Figma to create high fidelity mockups and interactive prototypes.
- Conduct UX audit, audit interviews, and focus group sessions of the product to report on usability heuristic violations, product vision violations, and user pain points.

### Product Management

- Conduct product planning, prioritization, and roadmap refinement sessions with the product team.
- Explore, research, and concept new product features to achieve product goals.
- Conduct competitor research to build competitor and market reports.

### Front-End Development

- Implement and maintain Svelte frontend framework to create component libraries with seamless interactions and code maintenance.
- Build highly interactive user interfaces that simplify the complexity of data. Making data usable for users of all technical skill levels.
- Build visualized reports in BI reporting software for users to discover points of interaction across their data.

**Lampros Labs** *Mar 2019 – Jul 2021*

**Lead Front-End Developer**

- Design and develop interfaces for multiple platforms including: Cross platform native apps, Wordpress CMS, and Responsive Web Apps.
- Create marketing and branding material such as: animated Google Ads, email signatures, email newsletters, and marketing videos.
- Work directly with diverse clients to create custom designs and software to solve challenging problems and achieve client goals.
- Manage and oversee front end team to ensure maximum quality of design and brilliant execution of development.

**University of Cincinnati** *Jun 2019 – Aug 2019*

**Campus Services - Graphic Design Intern**

- Design print and digital marketing material for events and campaigns for all departments across the University.

## EDUCATION

**Northern Kentucky University** *May 2021*

**College of Arts & Sciences**

Bachelor's Degree

Major: Visual Communication Design

Minor: Media Informatics

GPA: 4.0

## ACHIEVEMENTS

**Google UX Design Certification** *Apr 2023*

**Coursera**

**Certified Scrum Developer** *Jun 2021*

**Scrum Alliance Certification**

**President's Honor List** *Fall 2021*

**Northern Kentucky University**

**AMA Pinnacle Awards Finalist** *May 2019*

**w/ UC Blue Ash College**

Category: "Best Collegiate/Student Marketing Plan, Campaign, and/or Program" Re-branding for "Heartfelt Tidbits"

## SKILLS

### Software

Figma & Adobe Xd CC  
Adobe Illustrator CC  
Wordpress CMS  
Adobe Photoshop CC  
Adobe InDesign CC  
Adobe Premiere Pro CC  
Adobe Lightroom CC  
Git Version Repository  
Google Web Designer  
Sigma Computing BI

### Languages

HTML5  
CSS3 & SCSS  
JavaScript & jQuery  
Svelte  
PHP