aaronheine.com
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205-292-9663
Atlanta Georgia

I enjoy a diverse set of responsibilities in a collaborative and creative space. I'm seeking employment in experience and visual design.

Freelance February 2025 - Current

Self Employed • Decatur, GA

Using AI tools to build various iOS apps such as Channel Lab and Get Gone. Also building Next.js, React TypeScript web apps. Working on websites with the AtlantaBoyChoir.org and Troop18.org.

Product Designer August 2022 - February 2025

Black & Decker - Cribmaster • Marietta, GA

Working with Cribmaster Cloud we investigate, prototype and design features for a total rebuild of their cloud and on-device software. This software keeps track of tool inventory, users, and material sales. I also help maintain the design system and plan user research methods.

UX/UI Designer September 2019 - August 2022

Howard Capital Management • Roswell, GA

Responsibilities include UI design, marketing, front-end web development, and research. I lead user research and continuous discovery efforts for the 401k Optimizer. In addition, I designed and built the marketing website for a new SaaS 401k product that included onboarding flows, UI design and financial calculators.

Freelance August 2016 - September 2019

Tuscaloosa, AL

I worked with a wide variety of small businesses and startups. This has led me to really push for business success and not just project success. I have found one of my most valuable contributions has been my ability to showcase a product or concept in a way that excites stakeholders and customers, and helps them quickly find value and communicate strategy.

- Built a fully featured boat customization and ordering tool with Blue Bayou
- Led product development and design for a fully social touch therapy service
- Acquired beauty industry clients through direct mail and cold calling
- Product development, strategy and with Credit Union Deals, an online auto auction
- Built rent calculators and targeted user content distribution for Rent.com
- Web design with Emory University Campus Life

Web Development & Marketing January 2013 - August 2016
Randall-Reilly • Tuscaloosa, AL
Responsibilities included designing and building websites for trucking related events such as the CCJ Symposiums, The Great American Trucking Show, and Pride & Polish. I also contributed by creating promotional videos and photography for these events. I also built complex registration systems that included lodging and recreation for these events.

Web and Graphic Artist December 2010 - November 2012
Goodwyn Building • Montgomery, AL
Work with Goodwyn began with a total company rebranding and a new website. Modern marketing and a fine-tuned advertising strategy were a great success. I produced infographics and promotional videos demonstrating the energy-efficient features of our homes. We went from building two homes a month to eight in my time there.

Web Designer June 2008 - November 2010
The Logo Loft • Montgomery, AL
- Work with numerous clients simultaneously from initial idea to design
- After design and content approval, development begins with HTML and CSS
- Some logo design
- Wordpress and Javascript development
- Provided the sales team with web-related estimates as well as strategy for upsells

EDUCATION

University of Montevallo
Montevallo, AL
B.F.A. Graphic Design

Shelton State College
Tuscaloosa, AL
A.A.S. Communication Design

PORTFOLIO

https://aaronheine.com/portfolio

TOOLS

- Figma
- Claude Code and Cursor AI IDE
- HTML & CSS
- Prototyping with Figma
- Wordpress development
- Final Cut Pro