

JUSTIN HEIDENREICH

UI/UX DESIGNER + ANIMATOR

HELLO@JUSTINH.DESIGN



ABOUT ME

Hello! I'm Justin Heidenreich, a UI/UX designer and animator based in Orlando, Florida. I help brands big and small achieve outstanding results from their digital products. From research and ideation to design and prototyping, I have a broad range of skills that enable me to be an army of one or a strong team player that connects to your entire design pipeline. People also say I'm a pretty nice human to work with.



CONTACT

Email

hello@justinh.design

LinkedIn

/in/jdheiden

Website

justinh.design



SKILLS

UI DESIGN & PROTOTYPING

MOTION DESIGN

USER RESEARCH

GAMIFICATION / GAME DESIGN

AGILE WORKFLOW



TOOLS



WORK EXPERIENCE

SR UI/UX DESIGNER (FREELANCE)

2019 - PRESENT

LEAD DESIGNER

↑ PRODUCTION DESIGNER

2015 - 2019

STUDIO MANAGER

↑ SR CREATIVE LEAD

↑ VISUALIZATION SPECIALIST

2009 - 2015

MOTION DESIGNER

2007 - 2009



EDUCATION

International Design Foundation (IDF) Certifications

PSYCHOLOGY OF E-COMMERCE

2020

Indiana University (IUPUI)

M.S. NEW MEDIA ARTS & SCIENCES

2006

CERTIFICATE OF APPLIED COMPUTER SCIENCE

2004

B.S. NEW MEDIA ARTS & SCIENCES

2004

MULTIPLICA | CRO AGENCY

Designing responsive web interfaces focused on Conversion Rate Optimization for brands like Royal Caribbean, Celebrity Cruiselines, Azamara, and others.

Leading remote user research and analysis projects to uncover new insights into user behavior and make recommendations that improve the experience.

ADACIO | MOBILE & TABLETOP GAMES CO.

Co-Designer of multi-award winning Latice Classic and Latice Hawaii tabletop board games. 50k+ copies sold/yr.

Led UI/UX/Motion design efforts on the Latice mobile game app, rated 4.5 stars on the App Store.

Led animation and video production for promotional materials, supporting two successfully funded Kickstarters over four years.

KALEIDOSCOPE | PRODUCT DESIGN CO.

Managed four direct reports in the Visualization team supporting animation and video projects for clients like Motorola, P&G, Whirlpool, Stryker, and others.

Led planning and execution of all video animation projects involving 3D animation and motion graphics.

Repeatedly recognized for excellence in leadership, client relations, quality of work. Promoted multiple times leading to Studio Manager role.

TOURDESIGN | LIVE MUSIC PROMOTIONS CO.

Designed 2D and 3D motion graphics animation for broadcast TV spots promoting a number of high profile touring bands and artists.