Hello.
I'm Heather Prime.

Experience

JAN 2019 – PRESENT

Product Designer | Meta (Facebook)

Designing for Messenger Business, Instagram Direct Professionals, and Business Integrity. Shipping consumer and business facing tools to support the daily workflows over 80M small businesses and creators.

AUG 2016 – AUG 2019

Senior Product Designer | Prolific (Acquired by WeWork)

Lead UX design on cross-functional product teams building 0-1 apps, as well as lead design hiring, new business development, and industry exposure. Clients included: The Wing, CrossFit, GAP, Topps, Mens Wearhouse and Beautycounter.

MAY 2015 – AUG 2016

Product Designer | eBay

Improved gifting experience through creation of a check card balance feature. Lead IA, wireframes and hifi designs for Holiday 2015. Rethought home page and save products.

OCT 2014 – AUG 2015

Product Designer | BigCommerce

Audited current site IA and concepted new IA structure. Redesigned pricing page and increased free trial sign ups. Identifed ineffciencies and pain points within product. Conducted on-site customer interviews and shared insights with leadership.

Contact

heatherprime.com
hello@heatherprime.com

Skills

Interaction Design
Product Strategy
Cross-functional collaboration
Competitive Analysis
Persona Creation
Usability Testing
Wireframing
Rapid Prototyping
Design Research

Tools

Figma
Flinto
Principle
Origami
Keynote

Education

Codepath | OCT 2015
iOS for Designers Bootcamp

University of Virginia | 2011
BA Psychology