HEIDI ROUX

PRINCIPAL PRODUCT DESIGNER

EXPERIENCE STRATEGY • SYSTEMS • CRAFT

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SUMMARY

Principal Product Designer with 15+ years of experience designing immersive, system-level digital experiences across consumer, commerce, and platform products. I practice strategy through the experience itself — shaping journeys, interactions, and systems so complex products feel coherent, intentional, and human.

My work bridges strategic thinking and hands-on execution, bringing clarity and craft to problems where products must evolve over time while maintaining integrity and trust.

CORE SKILLS

- Experience-Level Strategy
- System-Level Experience Design
- Discovery, Engagement & Journey Design
- Interaction & Visual Craft
- Behavior-Informed Design
- Design Systems & Pattern Libraries
- Cross-Functional Collaboration
- Narrative & Experience Coherence
- Accessibility & Inclusive Design

PROFESSIONAL EXPERIENCE

WEBMD HEALTH SERVICES

Head of UX / Principal Product Designer   📅 April 2021 – Present

Led hands-on design of complex digital platforms used by millions of users across web, mobile, and partner ecosystems.

- Designed cohesive experience systems that help users navigate complex journeys with clarity, confidence, and motivation
- Shaped discovery, onboarding, engagement, and behavior-driven experiences across a multi-product platform
- Defined system-level interaction patterns and experience frameworks that unified previously fragmented products
- Created high-fidelity prototypes and experience narratives to align teams and guide strategic decisions
- Partnered closely with product, engineering, research, and data to balance user needs, business goals, and technical constraints

UX/UI Lead Designer   📅 Jan 2020 – April 2021

- Led end-to-end design for multiple product pillars, including discovery, engagement, and personalization
- Designed cross-platform journeys that improved usability, clarity, and user confidence
- Contributed to design systems and shared patterns to improve consistency and velocity

UX/UI Designer   📅 May 2017 – Jan 2020

- Senior IC focused on behavior-informed design and scalable interaction systems
- Designed engagement journeys that increased homepage engagement by 28%
- Improved information architecture and usability across complex feature sets

SELECTED PRIOR EXPERIENCE

WILLIAMS-SONOMA, INC. - REJUVENATION

Web Designer 📅 2013 – 2017

- Led UX/UI for enterprise-scale eCommerce and product configuration systems
- Designed discovery and configuration experiences contributing to a 34% lift in site conversion

DARK HORSE COMICS

Graphic Designer 📅 2004 – 2009

- Designed various products, product packaging, and covers/interiors for comics, graphic novels, art books, etc. for major entertainment franchises including *Star Wars*, *Buffy the Vampire Slayer*, *Serenity*, *Hellboy*, *300*, and many more.
- Collaborated with editors, writers, and licensors to maintain brand fidelity, storytelling precision, and visual excellence.
- *Earned a PGW Silver Award for book design.*

FREELANCE DESIGNER

- Created illustration and design work for Blizzard (World of Warcraft), Joe Books (Disney/Pixar-licensed titles), and other major entertainment properties including *Divinity: Original Sin II*, *Fantastic Beasts & Where to Find Them*, and *The Walking Dead*.
- Ongoing personal creative work exploring illustration, visual storytelling, and world-building, featured on Dribbble and Redbubble.

OTHER EXPERIENCE

ANTHRO TECHNOLOGY FURNITURE - Multimedia Designer 📅 2011 – 2013

- Designed digital creative for eCommerce, campaigns, and multimedia storytelling.

MOTOSPORT.COM - eCommerce Designer 📅 2009 – 2010

- Designed UI and supported seasonal merchandising and promotional campaigns.

EDUCATION

BA, Graphic Design
Portland State University
Magna Cum Laude

CERTIFICATIONS

UX Management & UX Research Certificates
Nielsen Norman Group, 2019 and 2020

IAAP WAS Certification Preparation Curriculum v2.0
Deque University, January 2022

Web Accessibilty Curriculum v2.2
Deque University, January 2022

SKILLS & TOOLS

Illustration & drawing
(published work)

Figma/Figjam

Adobe Creative Suite
(Photoshop, Illustrator, InDesign)

Jira/Confluence

UserTesting & Dscout

Presentation tools
(PowerPoint, Google Slides

HTML/CSS
(working knowledge)

Rive