

heidi roux

DESIGNER

contact

(971) 998-4928

HEIDI@HEIDIROUX.COM

BASED IN PORTLAND, OR

about

I'm a UX leader with 20+ years in design and 15+ years in UX/UI, leading global teams to create user-centered, business-driven digital experiences. Skilled in UX strategy, AI-assisted design, behavior change, and digital well-being solutions. I bring a strong creative foundation in visual design, illustration, and branding to enrich product vision and execution.

tools

- FIGMA
- SKETCH
- KNOWLEDGE OF HTML/CSS
- ADOBE CREATIVE SUITE
- JIRA
- DSCOUT
- USERTESTING.COM

(AND MORE!)

sites

LINKEDIN.COM/IN/HEIDIROUX

HEIDIROUX.COM

DRIBBBLE.COM/HROUX

WORK EXPERIENCE

WEBMD HEALTH SERVICES

Head of UX (UX/UI Manager)

📅 April 2021 – Present

- Lead all UX for WebMD Health Services, overseeing two geographically distributed teams (Pacific NW & Vietnam) including a fellow UX Manager, delivering across WebMD ONE, TinyPulse, as well as Microsoft Teams integrations.
- Partner with Product, Engineering, and senior leadership to set UX strategy, influence product roadmaps, and champion innovative experiences in the behavior change and well-being space.
- Introduced AI-assisted workflows for affinity mapping and Figma wireframe generation, improving research synthesis and design iteration speed by ~25%. Led exploration of AI-powered digital wellness coach concepts to enhance personalization in the platform.
- Scaled and maintained design systems and UI pattern libraries, improving design-to-development efficiency and reducing UI inconsistencies by an estimated 30%.
- Established repeatable UX processes, including the double-diamond design process, and research methodologies—interviews, surveys, usability testing—resulting in more data-informed design decisions and reduced post-launch rework.
- Advocate for user-centered design principles at the organizational level, influencing decision-making and fostering a culture of empathy for end users.
- Mentor and develop UX talent, fostering cross-cultural collaboration and professional growth across international teams.

UX/UI Lead Designer

📅 Jan 2020 – April 2021

- Directed research cadence and usability testing (UserTesting.com) to optimize UI, improve usability, and minimize technical rework.
- Researched and strategized digital innovations for behavior change and gamification (Octalysis) within WebMD ONE.
- Improved core UX team processes and earned UX Management certification (Nielsen Norman Group).

UX/UI Designer

📅 May 2017 – Jan 2020

- Researched behavior change theory and wellness dimensions to develop the “Blended Behavior Change Model,” guiding company product vision for improved health outcomes.
- Designed features supporting a full cycle of behavior change, using user flows to align product features to engagement and outcome goals.
- Created research guidelines and documentation methods for the UX team.
- **2019 Highlights:** Homepage redesign drove ~28% increase in overall engagement, 200%+ lift in health topics engagement, and 42% increase in health goal engagement.

Williams-Sonoma, Inc: Rejuvenation

Web Designer

📅 May 2013 – May 2017

- Designed and optimized UX/UI for the Rejuvenation eCommerce site, including complex product configuration flows for customizable lighting, improving ease of purchase and contributing to a ~34% lift in site conversion.
- Produced all digital assets for the website and email campaigns, ensuring brand consistency across channels.
- Managed vendor relationships (Listrak, Copious, Conversant) for on-brand execution of UI, triggered email, and retargeting ads.

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DESIGNER

EDUCATION

Bachelor of Arts, Graphic Design

Portland State University
2000 – 2004

Magna Cum Laude
Groups: AIGA
Internship: Bergmann Graphics

LICENSES & CERTIFICATIONS

Certificate—Health Behavior Change: From Evidence to Action

Coursera: Yale School of Public Health
January 2023

IAAP WAS Certification Preparation Curriculum v2.0

Deque University
January 2022

Web Accessibility Curriculum v2.2

Deque University
January 2022

UX Certificates in UX Management & UX Research

Nielsen Norman Group
June 2019 and July 2020

- Collaborated with cross-brand teams (Williams-Sonoma, Pottery Barn, West Elm) on digital promotions and B2B/consumer campaigns
- **2016 Highlights:** +50% eCommerce sales, +66% email demand, +41% email conversion.

Mobilitus: Ticketmaster

Freelance App Designer

📅 Spring 2013

- Designed mobile UI for Ticketmaster's app, including streamlined ticket purchasing and checkout flows.

Anthro Technology Furniture

Multimedia Designer

📅 February 2011 – March 2013

- Led digital creative for eCommerce, email, and digital advertising, ensuring consistent user experiences across touchpoints.
- Directed junior designers and coordinated video production for product marketing.

MotoSport.com

e-Commerce Designer

📅 June 2009 – August 2010

- Designed and maintained eCommerce site UI, supporting marketing campaigns and seasonal product launches.
- Partnered with development, marketing, and merchandising to align site content with brand strategy.

Dark Horse Comics

Graphic Designer

📅 September 2005 – June 2009

- Designed covers, interiors, and packaging for well-known entertainment brands including *Buffy the Vampire Slayer*, *Star Wars*, *Serenity*, *Hellboy*, *300*, and more.
- Created illustrations and layouts that drove fan engagement and brand recognition, earning a PGW Silver Award for book design.

Freelance Creative Work

Various Clients: Logo design · Illustration · Book design

📅 Ongoing

From time to time, I take on small freelance projects in illustration, logo design, and book design. This creative work allows me to experiment with visual styles, storytelling techniques, and brand expression—skills that enrich my approach to UX strategy and product design.

Selected pieces appear on Dribbble and Redbubble.

- <https://dribbble.com/hroux>
- <https://www.redbubble.com/people/KyokoRox/shop>