



Bethany Heck

Designer of many types
334-663-7385
heckhouse@gmail.com

EDUCATION

BFA Graphic Design, Auburn University, 2010

EXPERIENCE

Senior Designer – Creative Director, Microsoft 2015-16

Lead the rebranding, UI and UX work done for Microsoft Power BI. Oversaw all recruiting, branding, visual and UX design for the product and established a style guide that was adopted across additional Microsoft products. Power BI is now regarded as one of the best design teams in Microsoft.

Software Product Designer, IBM 2014

In addition to conceptualizing, presenting and designing app interfaces, I worked to establish our on-boarding process for designers and mentored interns with the IBM Design program and led designers on projects.

Interactive Designer, Cyberwoven 2012-2014

At Cyberwoven my job was to create responsive website designs and work with the project managers and content team to create the best messaging and site structure for our clients. I also work with the front-end team to improve company processes to make everyone more efficient.

Interactive Designer, Upstatement 2012

Interactive design position where I worked directly with clients, setting timeframes, writing project briefs, and performing client interviews while designing and coding responsive website solutions.

Founder & Creative Director, Eephus League 2010-2016

I am the owner and art director for the Eephus League, designing all products and the web projects to promote the brand.

Flash Developer Auburn University Distance Learning 2009-2011

I worked with the Distance learning team and professors to design and develop flash-based classroom labs to simulate actual in-class experiments and processes.

Web Designer, ACES 2006-2011

Web designer position with responsibilities including creating and coding new site designs, working with groups and individuals to find solutions for their sites, and instructing new designers on systems, processes, and best practices.

NOTABLE FREELANCE CLIENTS

FiveThirtyEight, ESPN, Bridgestone Tires, fonts.com, EA Sports, SOMA Water, Prospect Productions, Curious Office

WORKS & WRITING

heckhouse.com medium.com/@BethanyHeck
eephusleague.com eephusleague.com/magazine

SPEAKING EXPERIENCE

2016 Speaker at MLC Connect
2016 Speaker at Creative South
2015 Speaker at TopCon
2015 Speaker at Typographys NYC
2014 Spoke at Auburn University representing IBM
2013-14 Presenter at Refresh:Columbia

AWARDS

2015 .net Award for Best Online Portfolio
2014 3 Silver ADDY awards for Historic Columbia
2013 EPPY Award Best Overall Website Design for
 globalnews.ca
2011 MSU Annual AIGA Student Show, Judges Choice
2010 Creativity Awards Poster Single Unit Silver Award

PUBLISHED AND RECOGNIZED

2016 Featured in Communication Arts Design Annual
2015 Featured in LogoLounge 9
2015 Contributor to State Plate project
2014 Juried ADDYs in Albany, NY
2013 Work shown in AIGA Philly Space Gallery, The Belfast
 Print Workshop in Northern Ireland, St Bride
 Library in London, Yale University Special Collections
 Library and The Type Directors Club in New York City.
2013 Featured on Gizmodo and Wired
2013 Featured in the Web Designer's Idea Book: Volume 3
2012 Eephus League Magazine featured in New York
 Magazine and the New Yorker
2012 Wrote chapter for Design:Type
2012 Contributed to 24ways.org
2011 Featured in The Smashing Idea Book
2011 Eephus League featured on ESPN.com, Yahoo Sports,
 Wired, MSNBC sports and SBnation
2011 Eephus League featured on Uncrate
2011 Work shown in Wood Type: Evolved at Columbia
 College, Chicago
2011 Featured in the Summer issue of IdN Magazine
2011-12 Featured in Uppercase Magazine
2010 End Grain website featured on Smashing Magazine