

eddie hitze

UX/UI Designer + Developer



317.504.7783



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<https://www.ehitze.com>



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My entire life, I have had a love for visual problem solving. Most recently, this has led me to designing award-winning websites and discovering new and better ways to make the web work for my clients. I pride myself on creating clean, functional designs and staying up-to-date with the latest industry trends.

skills + proficiencies

Research

Usability Testing, Interviews, Competitive Analysis, Journey Mapping, Card Sorting, Content Analysis, Information Architecture, User Research, User Personas

Design

UX/UI Design, Interaction Design, Responsive Design, Email Design, Wireframing, Prototyping, Typography, Color Theory, Design Systems, Visual Hierarchy, Design Critiques, Data-driven Design

Software

Adobe Creative Cloud, Figma, Front-end Development, Email Development, HTML5, CSS3, jQuery, Development Frameworks (Bootstrap, Tailwind, etc.), CMS Programs (Wordpress, AEM, Joomla, etc.)

Soft Skills

Teamwork, Leadership, Collaboration, Communication, Adaptability, Client + Vendor Interactions, Attention to Detail, Critical Thinking, Problem Solving, Time Management, Empathy

work experience

Sep 2012
Nov 2024

UI Design Manager

OneAmerica Financial

- Conducted in-depth client analysis to identify specific needs, demographics, and user groups for national brands.
- Collaborated and led cross-functional teams of creatives and marketers in developing and executing integrated marketing campaigns across multiple channels.
- Designed, developed, and deployed engaging web components for retirement planning tools, empowering client employees to achieve their financial goals.
- Strategically planned, designed, and developed high-impact digital collateral, including compelling emails and user-friendly websites, for OneAmerica Financial.
- Served as a brand guardian, fostering strong client relationships and ensuring consistent brand adherence across all deliverables while meeting critical business objectives.
- Successfully delivered impactful campaigns for prominent clients, including the Indiana Pacers/Fever, Menards, the Archdiocese of Indy, and Vermeer.
- Recipient of 70+ prestigious national awards, including MarCom, Communicator, Hermes, and W3 awards, recognizing excellence in marketing and communications.

Mar 2012
Sep 2012
(contract)

Multimedia Designer

Washington National Insurance Company

- Conceived, designed, and edited high-quality company web collateral, including engaging emails and user-friendly websites.
- Created captivating animation projects, incorporating professional audio production and seamless video integration.
- Conducted thorough client needs analysis to develop and deliver impactful presentations tailored to a national audience.

Oct 2011
Mar 2012
(contract)

Senior UI Designer

Blue Cross Blue Shield of Michigan

- Designed and developed a wide range of web initiatives, including both internal and external platforms.
- Served as a Subject Matter Expert (SME) in web design, SEO best practices, and compliance standards, providing expert guidance to clients.



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work experience (cont.)

Jun 2010
Jul 2011

UI Design Consultant

Ascension/St. Vincent

- Provided ongoing support for all St. Vincent web initiatives, prioritizing an exceptional user experience.
- Designed and coded cutting-edge front-end development for award-winning websites for the Peyton Manning Children's Hospital and St. Vincent Sports Performance.
- Developed dynamic Flash elements, incorporating engaging animations and seamless video integration.
- Designed and deployed visually compelling social media collateral across key platforms, including YouTube, Facebook, and Twitter.

Jun 2008
Jul 2010

Lead UI Designer + Developer

Elavio, Inc.

- Provided comprehensive support and maintenance for all Elavio client sites, utilizing a diverse range of CMS and FTP platforms.
- Designed and developed standards-compliant websites with a strong emphasis on user-centered design principles and best practices.

Aug 2006
Jun 2008

Lead Designer + Creative Director

Golfer's guide Marketing Solutions

- Developed and delivered high-quality client websites, ensuring adherence to industry best practices and accessibility standards.
- Collaborated directly with clients to understand their unique needs and develop creative, tailored solutions that exceeded their expectations.

Nov 2004
Jul 2006

Creative Services Coordinator / Graphic Designer

Cheever IndyCar Racing Team / Alleanza Marketing

- Collaborated with the marketing team to develop compelling presentation materials that effectively drove new sales opportunities resulting in new sponsorships.
- Designed and deployed high-visibility marketing collateral, including branded racing cars and materials featured on national television broadcasts.

education

• May 2003

Bachelor of Fine Arts in Graphic Design

Ball State University