

eddie hitze

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ehitze.com

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.

work experience

UI Design Manager

OneAmerica Financial - September 2012 - November 2024

- Analyze needs and input from national-brand clients to plan campaigns across multiple mediums.
- Design, create and deploy web components of those campaigns to help the client's employees plan for retirement goals.
- Strategic planning, design, and development of OneAmerica web collateral, including emails and websites.
- Act as a brand expert and ambassador - building relationships and ensuring proper adherence to brand standards while meeting company needs.
- Client projects include: Indiana Pacers/Fever, Menard's, Archdiocese of Indy, Vermeer, etc.
- Winner of 70+ national awards (MarCom, Communicator, Hermes & W3).

Multimedia Designer

Washington National Insurance Company - March 2012 - September 2012 (Contract)

- Design, development and editing of company web collateral, including emails and websites.
- Design and creation of various animation projects including audio production and video integration.
- Analyze client needs and input to design and implement presentations aimed at a national audience.

Senior Web Designer

Blue Cross Blue Shield of Michigan - October 2011 - March 2012 (Contract)

- Design and development of various web initiatives - both internal and external.
- Work with clients and act as an Subject Matter Expert for web design, SEO standards and compliance.

Web Design Consultant

St. Vincent Creative Design Services - June 2008 to July 2011

- Provide ongoing support for all St. Vincent web initiatives with a strong focus on user experience.
- Designed & coded front-end development of award-winning web sites for the Peyton Manning Children's Hospital and St. Vincent Sports Performance.
- Development of various Flash elements including animation and video integration.
- Design and deployment of Social Media collateral including sites like YouTube, Facebook and Twitter.

Lead Web Designer & Developer

Elavio, Inc. - June 2008 to July 2010

- Provide ongoing support and maintenance for all Elavio client sites using a variety of CMS & FTP programs.
- Design and code standards-compliant websites with a focus on strong user experience protocols.

Lead Designer / Creative Director

Golfer's Guide Marketing Solutions/RedRoom Interactive - August 2006 to June 2008

- Design and development of client sites with a strong focus on standards compliance and best practices.
- Working directly with clients to implement creative solutions tailored to their specific needs.

Creative Services Coordinator / Graphic Designer

Cheever Racing/Alleanza Marketing - November 2004 to July 2006

- Working with marketing team to develop presentation materials with a strong emphasis on driving new sales.
- Design and deployment of national marketing collateral tailored to the specific needs of our client.

Adjunct Faculty (Visual Communication)

Ivy Tech Community College - Fall 2004

- Planned and taught graphic design, educating entry-level students on the basics and history of design.
- Strong emphasis on developing student skills in typography, layout and visual problem solving.

education

Bachelor of Fine Arts (Graphic Design)

Ball State University

skill set and proficiency

Training and experience in all of the following disciplines and software:

- Adobe Creative Cloud & Creative Suite
- Figma
- Windows & Mac environments
- HTML5, CSS3 and jQuery
- Dev Frameworks (Bootstrap, Tailwind, etc.)
- Typography
- Client and vendor interactions
- email design and development
- CMS programs (AEM, Wordpress, Joomla, IBM WCM, etc.)
- Cross-browser compatibility issues