

Megan Heck

Product Design & Web Experience Leader

Lancaster, PA | Remote

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PROFESSIONAL SUMMARY

Product design and web experience leader with 17 years in design. Combines UX strategy, visual judgment, and hands-on interface design with an understanding of the content, product data, and technology behind the experience. Sets design direction, aligns teams, and carries decisions through implementation and launch.

PROFESSIONAL EXPERIENCE

AHF Products

Web Experience Manager | July 2025 - Present

Lead web experience across 15+ brands serving residential, commercial, ecommerce, and business-to-business (B2B) audiences.

- Redesigned Armstrong Residential's information architecture and responsive category and collection pages, creating a path to compare collections before exploring products; led design handoff, quality assurance (QA), and launch review.
- Designed Armstrong Commercial's homepage hierarchy and responsive layouts, organizing content around distinct entry points into products and applications.
- Define reusable page patterns and component requirements for the ongoing WordPress conversion, translating page designs into documented building blocks with developers.
- Established shared intake and release practices that document priorities, requirements, next actions, and completion status; coordinate development handoffs, QA, release communication, and live-site validation.
- Identify gaps in product information and content mapping, then coordinate with brand teams, product information management (PIM) partners, and developers to resolve dependencies affecting navigation, specifications, and product pages.

Godfrey Advertising

Lead UI/UX Designer | February 2020 - June 2025

- Led discovery, UX strategy, and information architecture for manufacturing, sustainability, industrial technology, and B2B websites; translated findings into responsive layouts and visual interface designs.
- Built Figma design systems and content management system (CMS) component libraries, defining reusable interface patterns for consistent design and implementation.
- Partnered with clients and developers from discovery through launch, documenting design decisions and reviewing implementation to preserve design intent.
- Applied WCAG 2.1 AA accessibility standards and mentored designers on usability, design consistency, and delivery practices.

PROFESSIONAL EXPERIENCE - CONTINUED

Income Store

Lead Product Designer | January 2019 - January 2020

Led digital product design for internal publishing platforms and operational tools used in large-scale content production.

- Designed publishing interfaces and metadata management workflows, organizing the information and controls teams needed to maintain content.
- Standardized UI patterns across products, giving recurring publishing tasks a consistent interface and developers reusable design specifications.
- Created system architecture diagrams and implementation documentation to clarify functionality and support developer handoffs.

EZMarketing

Art Director | August 2016 - January 2019

- Led digital branding and website projects from concept through production, collaborating with writers, marketers, developers, and clients.
- Translated business goals into audience-focused visual design, balancing brand consistency, usability, and project requirements.

Sofos Media / ConnectedSign

UI/UX Designer | January 2014 - November 2016

- Designed user interfaces, interactive learning experiences, and digital signage with an emphasis on usability, visual hierarchy, and brand consistency.
- Facilitated collaborative workshops and partnered with clients and developers to define requirements, refine functionality, and carry design intent through implementation.

CORE SKILLS

Digital Product Design | UI/UX Design | Web Experience | UX Strategy | Information Architecture | Responsive Design | Design Systems | Accessibility | Content Strategy | Ecommerce | Cross-Functional Leadership | Requirements Definition | Quality Assurance | Release Planning

TOOLS & STANDARDS

Figma | WordPress / Gutenberg | Asana | Jira | WCAG 2.1 AA

EDUCATION

The Art Institute of York, PA

Associate of Specialized Technology, Digital Arts | 2009

CERTIFICATION

W3C Web Accessibility (WCAG) | 2024