

Noah Heuton

PRODUCT DESIGN • UX/UI • WEB • ECOMMERCE

CONTACT

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KEY ACHIEVEMENTS

Launched A/B testing program that has gained **\$5 million in projected revenue impact**

Led **UX/UI adaptation and extended Figma design system** to support Storefront Next upgrade **within 6 months**

SKILLS

Design Systems
Wireframing & Prototyping
Ecommerce UX
A/B Testing & CRO
Data-Informed Design
Visual Design
Landing Pages & Marketing
HTML/CSS

EDUCATION

UX Academy Foundations Certificate

Designlab
05/2025 – 06/2025

Google UX Professional Certificate

Coursera
01/2024 – 12/2024

AAS in Graphic Design

Des Moines Area Community College
08/2020 – 05/2022

SUMMARY

Product designer with several years of experience focused on web and ecommerce experiences, with experience spanning UX/UI, design systems, experimentation, analytics, frontend, and cross-functional collaboration. I work with cross-functional teams to turn business and user needs into scalable digital experiences that drive measurable results.

EXPERIENCE

UX/UI Designer

08/2023 – Present

Homemakers Furniture

- Owned end-to-end UX/UI autonomously across Salesforce ecommerce site, leading ongoing optimization to improve clarity, reduce friction, and support conversion goals, contributing to **\$1.92 million YoY revenue growth in 2025**
- Led UX/UI adaptation and extension of Figma design system to support Salesforce Storefront Next, establishing scalable patterns and components within **6 months**
- Launched CRO and A/B testing program, contributing to experiments generating **21:1 ROI & \$5 million projected revenue** since 2024
- Led cross-functional collaboration and design delivery with developers by translating business/UX requirements into developer-ready solutions in agile sprints and led UAT/QA for **52 major releases** since early 2023
- Used analytics and AI-assisted HTML/CSS workflows to build and optimize **30+ landing pages monthly** and developed Design Studio and Room Planner landing pages

Visual Designer

11/2022 – 08/2023

Homemakers Furniture

- Created web production-ready digital assets and web layouts to deliver cohesive customer experiences
- Designed and refined interactive web experiences with a focus on usability, visual hierarchy, accessibility, and conversion
- Designed ads for paid media
- Collaborated with 4 teams to ensure brand, visual, and UX consistence across web, email, and paid ads