

MEGAN HECK

Product Design & Web Experience Leader

Lancaster, PA | Remote

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PROFILE

Product design and web experience leader with 17 years of experience leading enterprise digital initiatives from discovery through launch. I align product, engineering, marketing, and design to create intuitive customer experiences, scalable systems, and clear execution across complex organizations.

EXPERIENCE

AHF Products

Web Experience Manager | July 2025 – Present

Lead the web experience across a portfolio of 15 enterprise brands spanning residential, commercial, ecommerce, and B2B product ecosystems.

- Shape UX strategy across homepages, navigation, product discovery, ecommerce, and customer journeys, balancing customer needs, business priorities, and technical constraints.
- Translate complex business initiatives into clear execution plans, aligning product, engineering, marketing, analytics, content, and development teams from discovery through launch.
- Established governance through standardized intake, documentation, release planning, QA, and design practices that improved consistency and delivery across teams.
- Drive information architecture, accessibility, and content strategy to improve discoverability, usability, and scalability across a growing multi-brand ecosystem.
- Partner with executives, product, engineering, marketing, and external agencies to align priorities and continuously improve both customer experiences and internal ways of working.

Godfrey Advertising

Lead UI/UX Designer | February 2020 – June 2025

Led UX and product design for enterprise organizations across manufacturing, sustainability, industrial technology, and B2B markets, helping clients transform complex business challenges into intuitive digital experiences.

- Led discovery, UX strategy, information architecture, and interaction design for enterprise websites with complex content ecosystems and user journeys.
- Built scalable Figma design systems and CMS component libraries that improved design consistency and accelerated implementation across enterprise websites.
- Led projects from stakeholder discovery through launch, partnering closely with developers and clients to ensure successful implementation.

- Championed WCAG 2.1 AA accessibility standards while mentoring designers and introducing AI-assisted workflows that improved team efficiency.

Income Store

Lead Product Designer | January 2019 – January 2020

Led product design for internal publishing platforms and operational tools, creating scalable workflows that improved content production and platform consistency.

- Standardized UI patterns and design processes across products to improve usability and development efficiency.
- Designed internal publishing tools that streamlined metadata management and large-scale content operations.
- Created system architecture diagrams and implementation documentation to improve dev handoff.

EZMarketing

Art Director | August 2016 – January 2019

- Led digital branding and web projects from concept through production, partnering with writers, marketers, developers, and clients to deliver cohesive digital and brand experiences.
- Helped translate business goals into clear, audience-focused creative solutions while 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 a focus on usability, visual clarity, and brand consistency.
- Partnered with clients and developers to define requirements, refine functionality, and ensure design intent was carried through implementation.
- Translated complex content and business requirements into intuitive digital experiences across a variety of industries and platforms.
- Led collaborative workshops while balancing user needs, technical constraints, and business goals across multiple concurrent projects.

EXPERTISE

Product Design | Web Experience | UX Strategy | Information Architecture | Design Systems | Digital Operations | UX Governance | Content Strategy | Ecommerce | Accessibility | Cross-Functional Leadership

Education

The Art Institute of York, PA

Associate of Specialized Technology, Digital Arts | 2009

Certification

W3Cx Web Accessibility (WCAG) | 2024