

Jack Heeney

Digital Product | UX/UI | Web Strategy

Harlow, Essex – Hybrid / Remote jackheeney1@googlemail.com
[linkedin.com/in/jack-heeney](https://www.linkedin.com/in/jack-heeney) www.jackheeney.co.uk

07722 198 640

01 PROFILE

Digital Product & UX professional with 8+ years of experience leading digital products, websites and customer journeys across technology-focused environments. Experienced in product discovery, UX optimisation, website strategy and continuous improvement, aligning user needs with business goals through analytics, experimentation, SEO, and cross-functional collaboration.

Strong background improving digital experiences, engagement and conversions through user-centred design, information architecture, CRO, marketing automation and iterative product development. Comfortable working across Product, Engineering, Marketing, Sales, Support and leadership to deliver scalable digital solutions that support commercial objectives.

Technically hands-on with strong HTML and CSS implementation experience, supported by working knowledge of JavaScript, PHP, SQL, APIs, and React. Experienced owning digital products from discovery through implementation, optimisation and ongoing enhancement, using GA4, Microsoft Clarity and user feedback to drive evidence-based decisions.

02 CORE SKILLS

PRODUCT & DISCOVERY

Digital Product Strategy, Product
Discovery, Roadmapping,
Stakeholder Management,
Cross-functional Delivery,
Wireframing
& Prototyping, Content Strategy

UX & OPTIMISATION

UX/UI Design, CRO, User Journey
Mapping, A/B Testing, Website
Strategy, Mobile-First Design,
Accessibility

03 EXPERIENCE

Digital Product & UX Lead

Robust IT – Harlow, Essex [2019 – Present]

- Took end-to-end ownership of digital product improvements from discovery and user research through to delivery and iteration, without a formal product team structure, creating clarity where processes, roadmaps and ownership were undefined.
- Led cross-functional collaboration across Marketing, Sales, Support, Operations, leadership and development teams; translated ambiguous business requirements into clear digital briefs, scoped user journeys and actionable delivery plans.
- Owned website strategy, learner platform improvements and the company's digital mock examination product; using analytics, user feedback and UX principles to drive measurable gains in usability, engagement and retention.

DATA & ANALYTICS

Google Analytics 4, Microsoft
Clarity, Google Search Console,
Hotjar, CRM & Lifecycle
Marketing, Marketing
Automation, Nurture Funnels,
SEO

TOOLS & TECHNICAL

Adobe Creative Suite, Figma,
MailerLite, MailChimp, HTML &
CSS, JS / PHP/ SQL, WordPress &
CMS, Shopify/Stripe, APIs &
React, AI-Assisted Workflows.

05 CERTIFICATIONS

- Google Digital Marketing & E-commerce (Coursera / Google)
- Google Ads Search Certification (Google)
- Adobe Creative Suite Proficiency (Adobe)

06 ADDITIONAL

- Hybrid and remote-ready.
- Strong collaborator across technical and non-technical teams.
- Experienced in fast-paced, operations-led environments.
- Passionate about improving UX clarity and accessibility for digital products.

- Rebuilt a 400,000+ contact CRM database and redesigned email and webinar journeys, lifting average open rates from under 10% to over 60% and generating 50–100+ high-intent leads weekly.
- Increased organic website traffic by 25% through a structured technical SEO, information architecture improvements and continuous content optimisation.
- Applied a product mindset throughout, using GA4, Microsoft Clarity and qualitative research to identify friction, validate problems and prioritised improvements based on evidence rather than assumption.
- Delivered hands-on across HTML, CSS, JavaScript, PHP and SQL, bridging the gap between design intent and technical delivery, and reducing dependency on developer resources for iterative improvements.
- Introduced structure and process clarity across digital product, CRM and web operations, creating prioritisation frameworks and delivery briefs where none previously existed.
- Leveraged AI-assisted workflows including ChatGPT, Claude, Gemini and Cursor to accelerate research, prototyping and content production without sacrificing quality or strategic oversight.

Junior Designer & Web Developer

Box Legal – Harlow, Essex [2017 – 2019]

- Developed and maintained responsive websites and web applications using HTML, CSS, JavaScript, and PHP under the guidance of a Senior Developer.
- Built PHP functionality for secure legal documents and PDF generation, directly supporting core internal business processes.
- Maintained website content, frontend components, and UX through ongoing iterative improvements.
- Collaborated with development and marketing teams to scope, plan and deliver website improvements and digital projects to deadline.

04 EDUCATION

Computer Games Programming & Animation

Anglia Ruskin University

2010 – 2012

National Diploma for IT Practitioners

Harlow College – MMM

2008 – 2010