

# Sheena Heikkila

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## SENIOR DESIGN PROGRAM LEADER & CREATIVE PRODUCTION PARTNER

Highly accomplished and results-oriented professional with extensive experience directing cross-functional teams in executing creative vision, optimizing design systems, and enhancing design programs. Proven track record in planning and allocating resources strategically, maximizing creative output while effectively managing challenges. Established a reputation for building and maintaining strong relationships with stakeholders at various levels, ensuring collaboration and buy-in. Adept at overseeing complete project/program lifecycles, managing tasks, timelines, resources, and agile scalable solutions to ensure successful program delivery.

### Career Highlights

- Elevated BASIC/DEPT®'s Google account, managing a \$13M+ retainer and surpassing retainer-based projects with up to \$ 1M in additional sales, achieving remarkable growth in 2022.
- Spearheaded 3.5 years of successful product launch cycles including YoY seasonal campaigns for Google Store at BASIC/DEPT®, introducing innovative processes and design thinking that propelled client objectives and operational efficiency.
- Led Digitas teams in optimizing efficiency and profitability, expertly managing a \$4M PlayStation retainer, ensuring financial success and client satisfaction.
- Orchestrated a comprehensive redesign of the design system and introduced support tooling for PlayStation CRM vertical at Digitas, flawlessly implementing the update across stakeholders.
- Defined all creative production and operations at SkinSpirit, updating tools, workflows, resourcing and implementing new design system for freelance network, supporting brand fidelity and efficiency.

### Experience

Jun 2023- Feb 2024

Remote

#### Creative Operations & Design Program Consultant (Freelance)

*SkinSpirit*

Created internal design and production processes for the in-house marketing team from ground up. Lead creative production for studio and clinic photoshoots, establishing efficient intake-to-execution processes. Oversee project timelines, budgets, and resource allocation for effective project management. Drive continuous improvement initiatives, identifying opportunities for enhanced operations.

- Spearheaded a transformative overhaul of internal marketing processes at SkinSpirit, reducing design debt by ~20%.
- Implemented a robust Design System for the digital marketing team, enhancing design consistency and efficiency.
- Streamlined creative workflow and enhanced efficiency by conducting gap analysis and re-engineering processes.

Dec 2019-Apr 2023

Embedded (Transitioned to Remote)

#### Google Program Lead | Executive Producer

*BASIC/DEPT® @ GOOGLE*

Elevated from Senior Program Manager to the role of Google Program Lead and Executive Producer, assuming leadership of a core Production team comprised of 10 individuals. Spearheaded the innovation and comprehensive implementation of a new design system. Managed the year-over-year scope of the retainer for key accounts on a global scale, taking ownership of all budgets and proposals across multiple channels. Navigated clients' evolving change management requirements, contributing to the agency's relationship growth.

- Oversaw eight Client Stakeholder groups, encompassing Design Systems, Design Operations, New Product Introductions, Campaigns, Services, Ongoing Maintenance, Content Creation, and UX/UI Teams.
- Took charge of managing multiple stakeholder groups within Google during Google Store efforts, serving as a pivotal source of information and advocating for production best practices.
- Played a key role in the creation of a brand-new design system that resulted in 15% increase in intake velocity.
- Implemented strategic measures resulting in 10% annual reduction in headcount costs for Google. Leveraged design system efficiency, introduced innovative workflows, and formed adaptable teams across the organization.

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## Areas of Expertise

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- Project & Program Management
- Team Leadership & Development
- Creative Operations Management
- Strategic Resource Planning
- Process Creation & Implementation
- Design Systems Leadership
- Cross-functional Collaboration
- Complex Problem Resolution
- People & Team Leadership
- Stakeholder Engagement
- Brand Development
- Risk Assessment & Mitigation
- Creative Process Improvement
- Marketing Strategy Development
- Regulatory & Budget Compliance

## Technical Expertise

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- Figma
- Microsoft Suite
- Google for Business
- Adobe Suite
- Smartsheet
- Airtable
- JIRA
- Gitlab
- WordPress
- Drupal
- Magento

## Education & Certifications

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**Bachelor of Arts (BA) in Communication Studies**  
**(Minor in Anthropology)**  
University of Minnesota, Duluth

**Certified Scrum Master (CSM)**  
Scrum Alliance

## Additional Experience

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**Project Manager**  
OLSON, Minneapolis, MN  
**Executive Assistant, New Business**  
Campbell Mithun, Minneapolis, MN

## Experience

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Mar 2018 to Nov 2019

San Francisco, CA

### Associate Director, Project Management

#### *Digitas*

Provided creative leadership and guidance to a Project Management team of 3 members across various accounts, playing a pivotal role in establishing project scopes and developing Statements of Work and project documentation. Conducted a thorough examination of monthly expenditures and developed reporting mechanisms for the PlayStation client.

- Integrated the Salesforce Content Builder tool to standardize processes and implemented a design system for PlayStation's CRM, leading notable reduction in project timelines by up to five days.
- Initiated and curated monthly thought-leadership newsletter, "Cheat Codes," for agency leaders to share with PlayStation clients, significantly increasing client engagement.
- Directed and guided a multi-regional team on the Samsung account, aligning global stakeholders, national leads, and the distributed team to develop comprehensive campaign assets.

Jan 2017 to Jan 2018

Minneapolis, MN

### Senior Digital Project Manager

#### *Folklore*

Headed the end-to-end management of digital products for multiple clients, overseeing native applications, enterprise manufacturing sites, and strategic media campaigns. Developed comprehensive scopes, statements of work, change orders, and budget proposals for key clients and agency partners, ensuring clarity and alignment throughout project lifecycles.

- Played a pivotal role in securing new client business through successful pitches, contributing to a substantial \$50K growth in agency revenue.
- Pioneered the establishment of a new project management department at the startup while concurrently managing digital products for various clients.
- Innovated a new agency resourcing model to optimize project management efficiency and resource allocation.

Sep 2015 to Nov 2017

Minneapolis, MN

### Senior Interactive Project Manager

#### *Irish Titan*

Led comprehensive efforts across multiple simultaneous Ecommerce site builds on Drupal and Magento platforms, overseeing all aspects of cross-agency collaboration. Collaborated closely with clients to identify business objectives and effectively communicated requirements to internal teams.

- Directed projects from inception to launch, demonstrating effective leadership in managing 20+ team members across various project verticals.
- Guided internal teams in identifying new process updates and played a key role in training and mentoring new Project Management employees.
- Built new pricing and resourcing models for varying client budgets, creating leaner teams and budget options for clients.

Mar 2014 to Sep 2015

Minneapolis, MN

### Senior Interactive Project Manager

#### *FRWD*

Developed innovative processes and identified opportunities for an emerging creative department at this traditionally digital media-only agency, establishing connections and new approaches within the agency to deliver multifaceted results. Oversaw eight clients, executing new scoping plans tailored to evolving budgetary needs.

- Took charge of the end-to-end content creation process for several clients, supervising media and creative teams involved in SEM, SEO, and programmatic campaigns.
- Instituted project scopes and collaborated with leadership at all levels to monitor project risks, ensuring successful and risk-mitigated outcomes.