

# Andrew Haglund

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## EXPERIENCE

### UX Lead at John Deere

August 2022 – Present | Champaign, IL

Leads design, research, and strategy for a set of digital solutions to help agriculture and construction managers effectively monitor and manage their fleet.

### Freelance UX Designer

January 2022 – Present | Champaign, IL

Works with clients to build their design system, define their MVP, and validate new product features with customers across a number of industries.

### Lead Designer at Flats or Spikes

March 2021 – May 2022 | Champaign, IL

Designing mobile app and marketing materials for an early stage startup focused on creating continual improvement for distance runners and coaches. Collaborates with product and engineering to design simple solutions to complex problems, tests prototypes with customers, and creates visual designs.

### UX Manager at Nutrien Ag Solutions

January 2020 – Now | Champaign, IL

Creates tools to help growers understand their environmental footprint by collaborating with research, engineering, and data science teams. Builds processes to help the UX team work effectively, contributes to our design system, and provides career and project guidance for direct reports.

### Senior UX Designer at Nutrien Ag Solutions

August 2018 – December 2019 | Champaign, IL

Designs solutions to help farmers maximize productivity through ecommerce and advanced analytics. Discover unmet needs and whiteboard possible solutions with stakeholders. Creates final visual designs, prototypes, detailed specifications, and works with developers to bring high-quality experiences to life.

### Creative Director at Agrible

August 2017 – August 2018 | Champaign, IL

Created a design system for Agrible.com, a service which helps growers and multinational food companies make sustainable choices. Ensuring usable and beautiful interfaces across Agrible's analytical and data-heavy services. Collaborates across the company to ensure our product fulfills the needs of our customers.

### User Experience Designer at John Deere

October 2013 – August 2017 | Champaign, IL

Maintained visual standards for mobile apps at John Deere, on-boarded new designers, and was central to the rollout of several apps: designing everything from initial wireframe to final App Store marketing materials. Collaborated with research and engineering in topics such as harvest logistics, embedded vehicle displays, and the gamification of lawn mower performance and maintenance.

### Design Advisor at Neutral Design Studio

June 2014 – August 2017 | Urbana, IL

Founding designer of the studio making handmade bicycle accessories. Discovered client needs and designed mobile apps and logos for local entrepreneurs. Provided interior design feedback for sister companies BrewLab and Neutral Cycle.

## EDUCATION

### Industrial Design at the University of Illinois at Champaign-Urbana

August 2010 – May 2014 | Bachelors of Fine Arts | GPA 3.52

Practiced sketching, prototyping, and research techniques. Received the *Caruso Significant Design Award* and the *Excellence in Sustainable Management and Technology Award* for projects regarding mobile connectivity and unclean drinking water in developing nations.

### Visual Arts Workshop at Coventry University (UK)

July 2012 | Creative Directions: International Perspectives for Visual Arts

Explored interdisciplinary practices by exercising the fundamentals of fashion, painting, sculpture, industrial design, screen printing, graphic design, and videography occupations.

## TOOLS

Figma  
Sketch  
InVision  
Miro  
Photoshop  
Illustrator  
InDesign  
Swift (iOS Development)  
Keynote  
Final Cut Pro  
Logic Pro  
SolidWorks

## SKILLS

Mobile app design  
iOS Development  
Web Design  
Usability Testing  
User Research  
Illustration  
Sketching  
Branding  
Prototyping  
Info. Architecture  
Animation  
Audio and Video Production