

# Ethan Hardacre

Designer

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At the risk of sounding vague, Ethan Hardacre is a designer. He's a people person with a background in programming and fine arts, which lends itself nicely to designing user interfaces and experiences. However, Ethan doesn't like to be placed in boxes and finds joy in tackling a wide range of design projects such as posters and self publications.

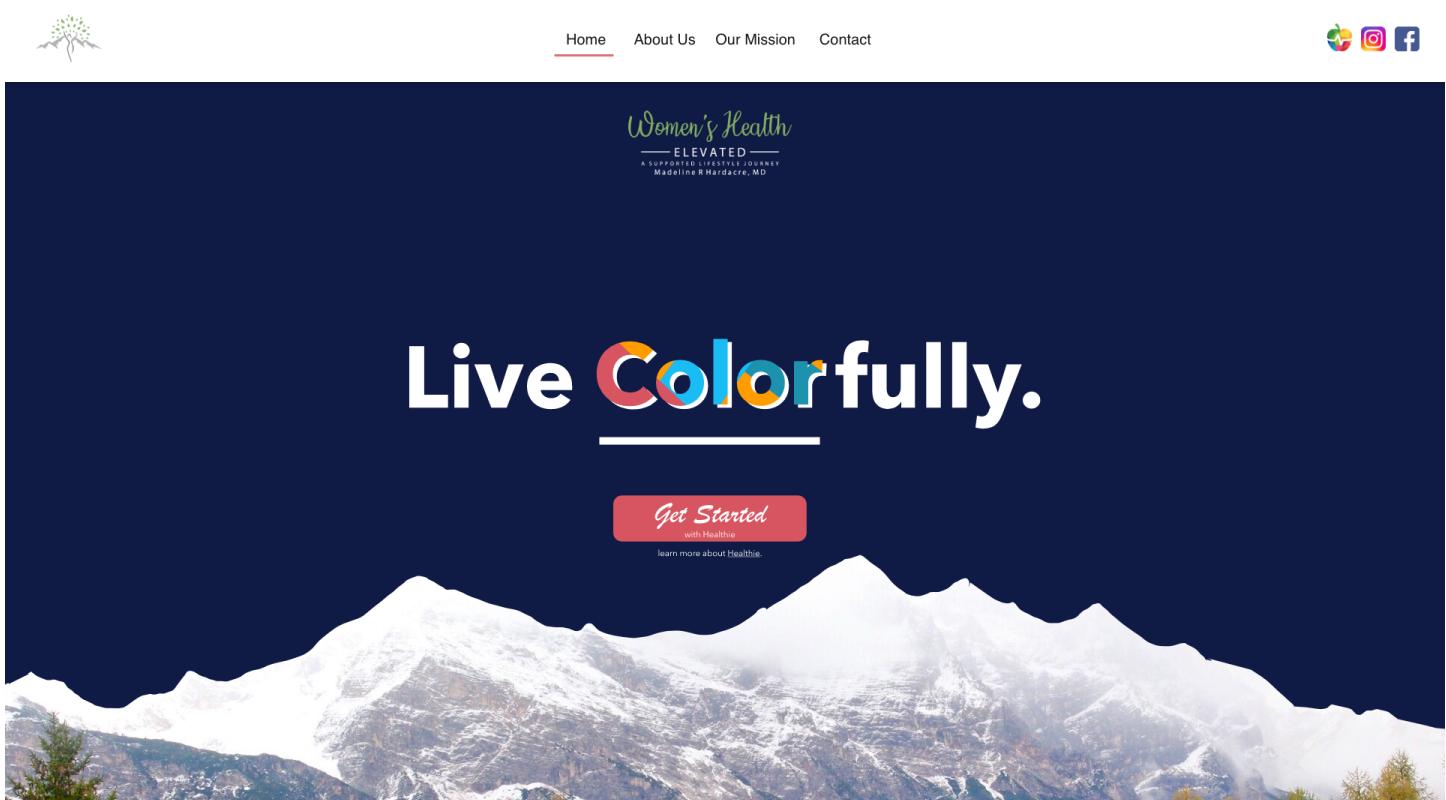
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## Projects

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# Women's Health Elevated

UI/UX

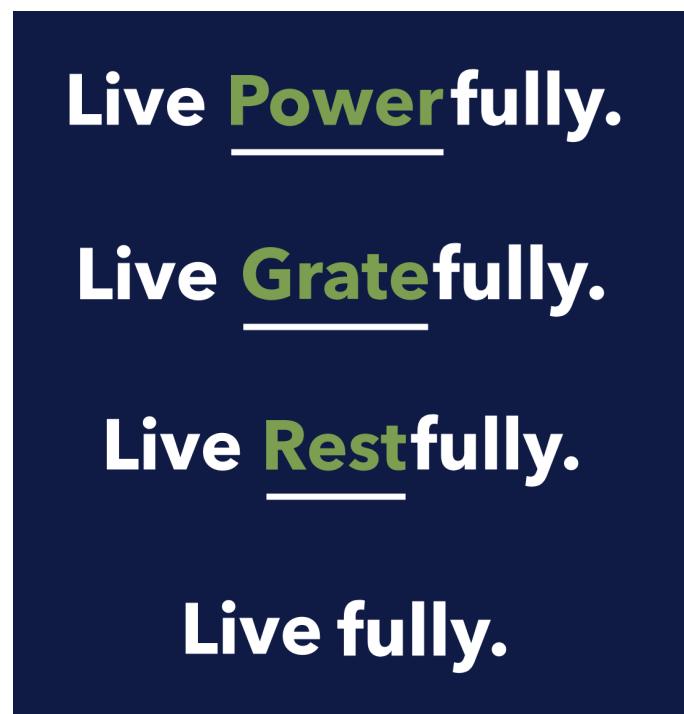


**Figure 1.** The final design of the landing page includes region specific motifs that play to the values of the client.

The project for Women's Health Elevated started as a Web UX commission and evolved partially into an Identity Design project. As a new company, Women's Health Elevated did not yet have a strong sense of the imagery, colors, and language to be used in the project. Defining these conceptual elements was crucial before continuing to create the interface that would represent the company.

## Research

Research for this project included familiarizing myself with the field of lifestyle medicine and particularly the kinds of motifs that appear in interfaces appealing to women interested in health.



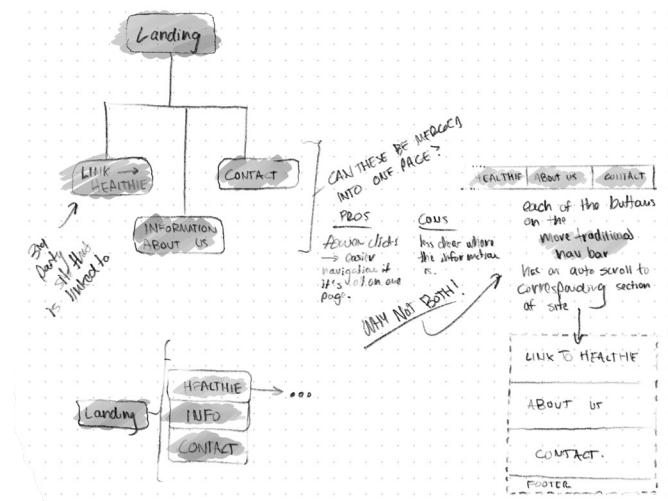
**Figure 2.** The carousel effect in the middle of the screen is centered around the concept "Live fully" and includes phrases based on the pillars of lifestyle medicine identified by the client during the creative brief.

## Creative Brief 1

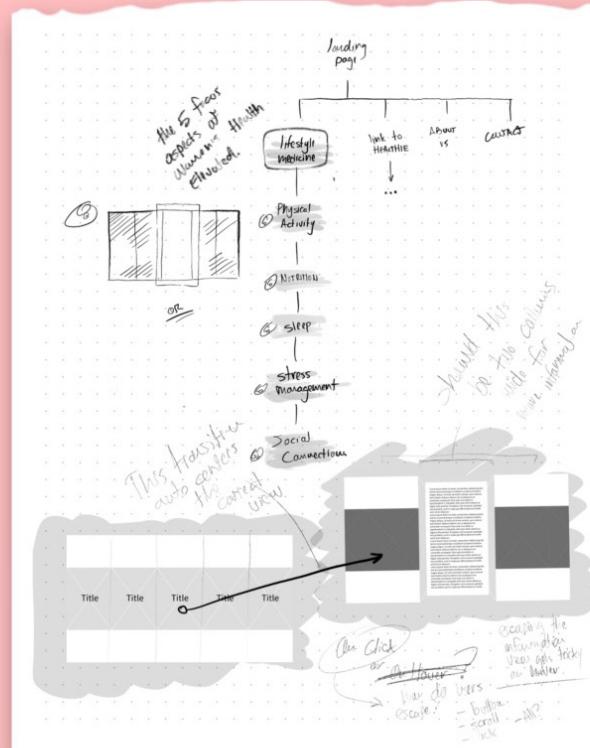
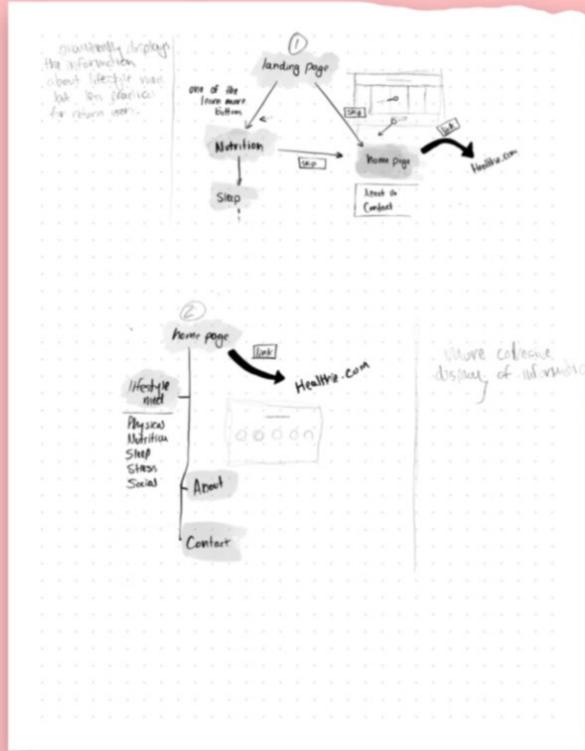
The first interview with the client gave me some surface level information about where they saw their company being positioned in the field of lifestyle medicine and the information that they felt was important to their clients. This brief also helped me identify the goals of the site: the interface was meant to direct potential clients to a third-party site.

## Creative Brief 2

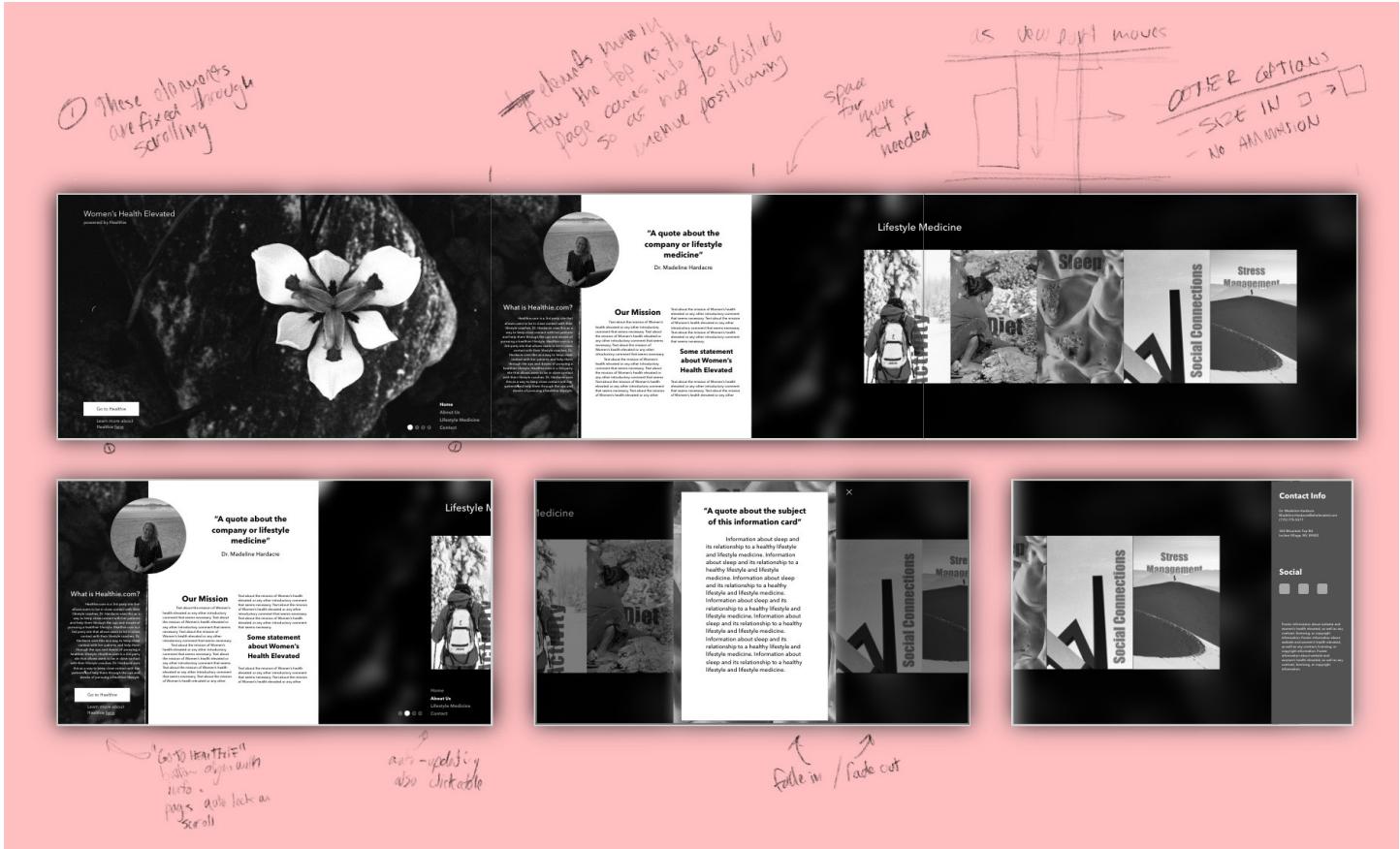
During the first creative brief the client mentioned that at the core of her practice are the pillars of lifestyle medicine. These pillars include Physical Activity, Nutrition, Sleep, Stress Management, and Social Connection. I wanted to find some way to incorporate these ideals into the site.



**Figure 3.** Initial sketches of the flow of the site



**Figure 4.** Identifying how to communicate the pillars of life-style medicine to the user.



**Figure 5.** The first draft of the interface with interaction notes.

## Creative Brief 2

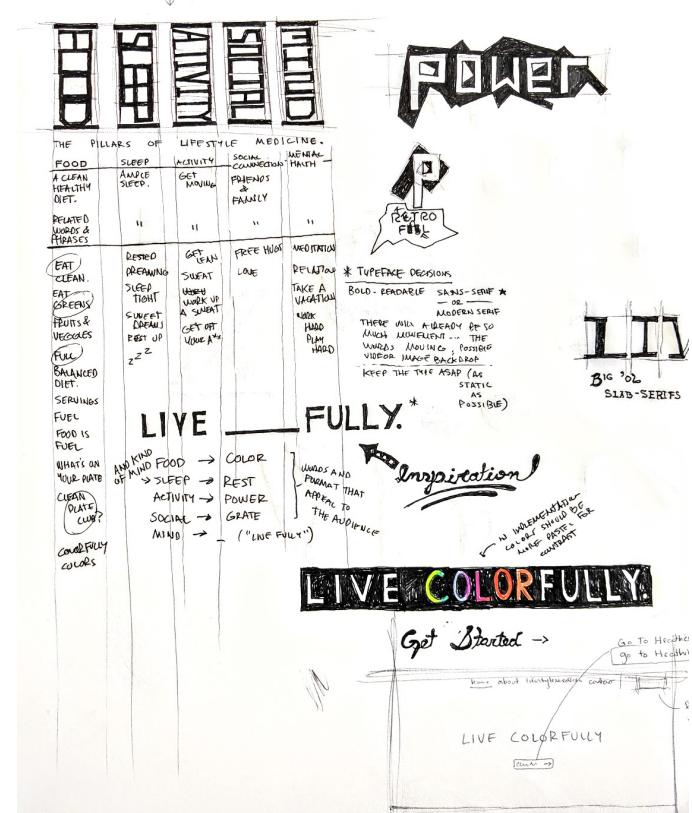
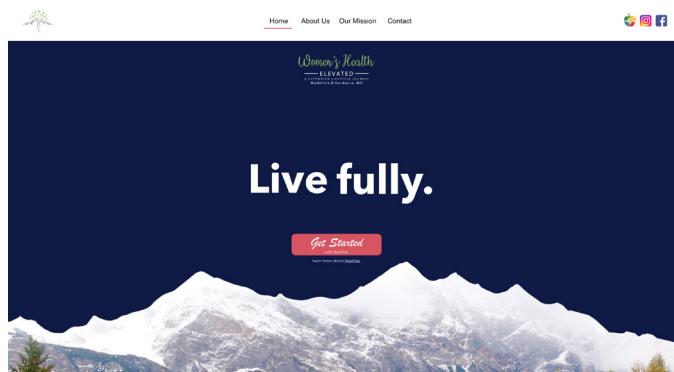
Working for a little while on the design of the site raised some additional questions that weren't addressed in the initial brief. So, I sat back down with the client and we talked more about the emotional appeal her company was attempting to make. We narrowed in on a new client base: "Middle aged women who are looking for a non-traditional means of improving their health." The word non-traditional got me excited, it meant I could play beyond the existing motifs in women's lifestyle medicine. A few other words that came up numerous times throughout our conversation were inspiration and natural. I decided to make these themes the backbones of the new site design. I also used the logo for Women's Health Elevated to gather some information about the company.



From the logo I identified a color scheme that differed from traditional women's health focused designs. It was more about earth tones and natural colors and less about the feminine aspect of women's health. The logo also helped me identify the imagery that was important to the client.

## Identity

Based on the second creative brief, I felt I could use the themes of the company and pillars of lifestyle medicine to create an identity for Women's Health Elevated that would produce a more coherent and powerful site than the first draft. I created five messages that I felt would resonate with the users and be informative of the five pillars of lifestyle medicine: Live Colorfully, Live Powerfully, Live Gratefully, Live Restfully, Live fully.



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## Let food be thy medicine

-Hippocrates

### Madeline Hardacre M.D.

One can debate whether Hippocrates was the true author of this quote, but no one can argue his contribution to the field of medicine and his frequent writings of the nutritional aspects of health dating back to 400 BC. Ironically, traditional medical school curriculums have left this subject largely untouched producing a huge community of physicians poorly equipped to discuss the foundations of good health. After graduating from Indiana University School of Medicine, I pursued a training in Obstetrics and Gynecology in Norfolk, VA.

**"Captivated by the opportunity to better the health of women in my community"**

Captivated by the opportunity to better the health of women in my community, I found a niche in office based Gynecology as well as serving numerous roles in non-profit organizations geared towards women

**"Every woman has her own story"**

Using my 15 years experience caring for women as a gynecologist combined with my recent studies through the American College of Lifestyle Medicine I provide one-on-one and group coaching to help women achieve their own health goals. These goals will be achieved by using the evidence-based principles of Lifestyle Medicine. Lifestyle Medicine is a new specialty involving the use of therapeutic ap-

Since this has not been taught in a traditional medical curriculum I have spent the years seeking out resources through books, conferences, etc. and sought to lead by example.

**"what I enjoy the most are those patients interested in improving their health through adjustments in their lifestyle"**

Approximately one year ago, I was introduced to the American College of Lifestyle Medicine and immediately fell in love with their teachings. These teachings involve optimizing a person's health by addressing key lifestyle components. I have now completed the ACLM training and plan to become board certified in Lifestyle Medicine in October 2019. I feel that slowly the tide is turning in the field of medicine and am very excited to be a part of this change! Outside of my professional life I am a wife and mother syndrome, associated menstruated irregularities and infertility can be closely related as well as numerous other conditions. Coaching services provided by Women's Health Elevated do not take the place of or serve as your physician but work along side your personal physician communicating your successes and healthy lifestyle achievements to them along the way. Our health is not based on simple formulas, such as "calories in - calories out". It's a journey without a well defined destination except achieving our best, healthiest self. The passion I have for this journey guides me daily. I challenge you to take your first step!

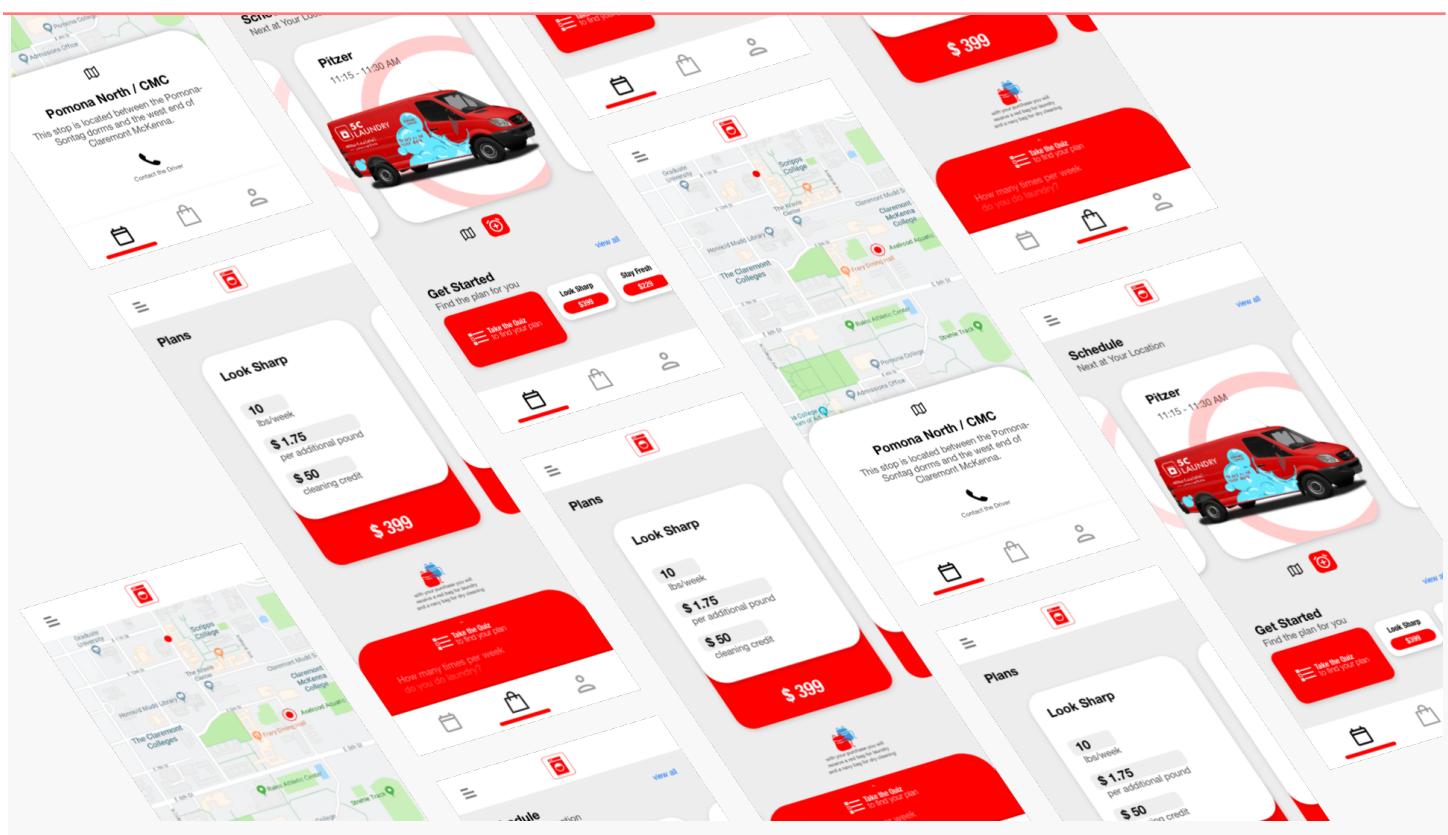
**What is Healthie?**

Healthie is a third party service that we use here, at Women's Health Elevated. Healthie allows me to maintain a close relationship with you as you embark on your journey toward a healthier you. The site allows me to easily identify the areas in which we can improve and the areas in which we are already thriving. If you would like guidance on your journey with Women's Health Elevated, get started with us on Healthie today!

[Get Started](#)

# 5C Laundry

UI/UX



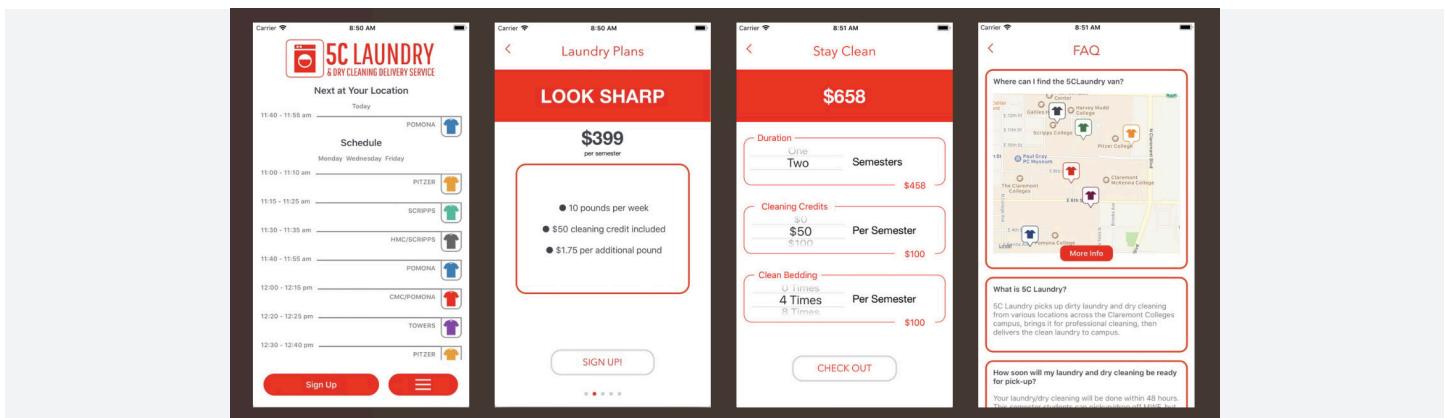
5C Laundry is a laundry service for students at the Claremont Colleges. For a couple years I was the lead iOS designer and developer for the app. I decided to revisit the design without having to consider the limitations of also developing the app also.

## Initial Designs

The initial designs, done in 2016, were done with the lens of also having to develop the app as well. It's a rough design that conforms to the structures I had to work with when developing the app.

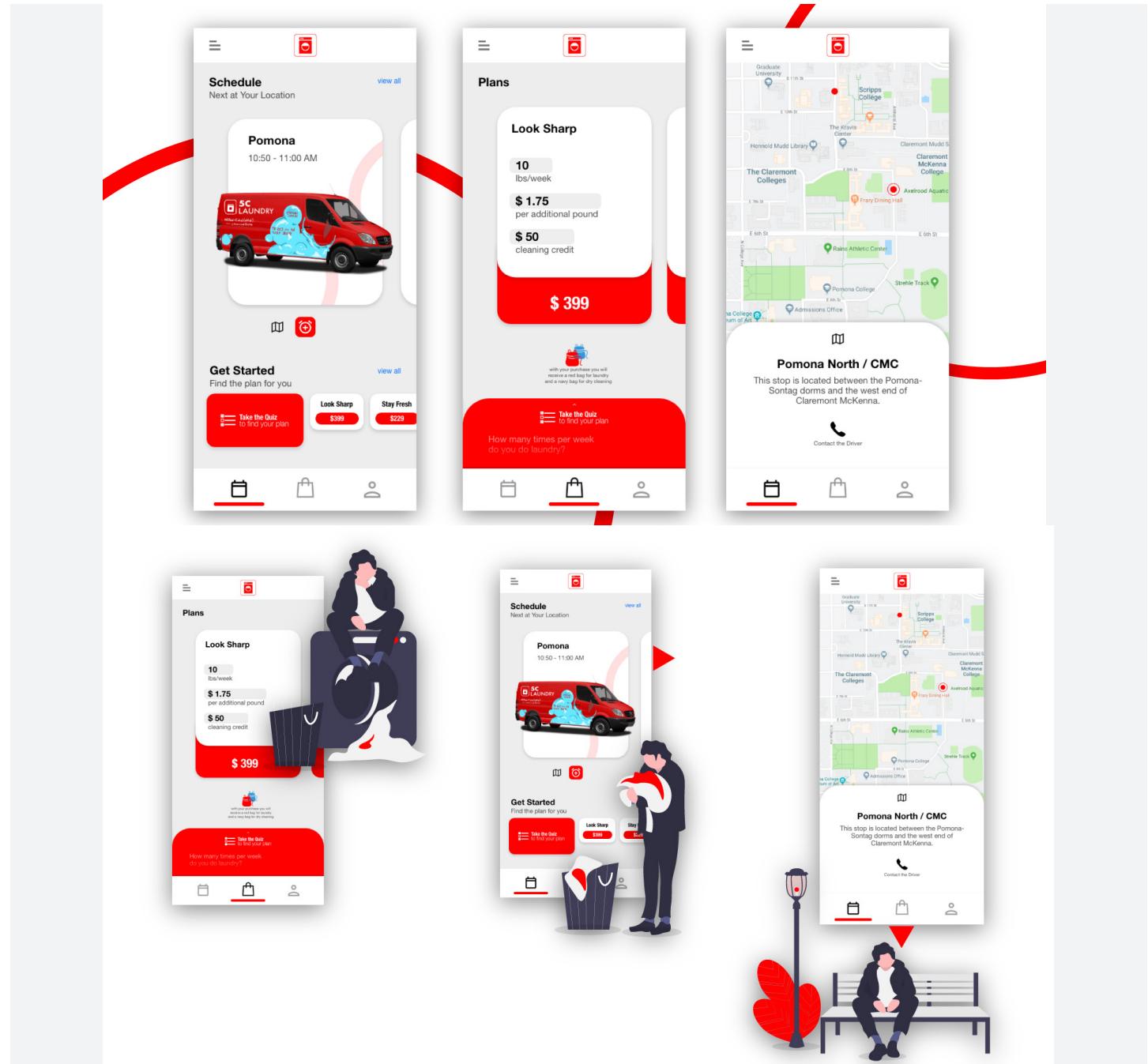
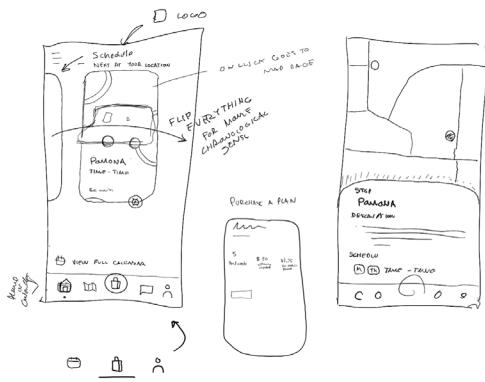


Figure 6. Screen shots of the original app from the app store.



## The Redesign

I decided to redesign the app to more clearly organize information and lend the app more credibility through a cleaner and more appropriate design. My main goals in this redesign were to redesign the “schedule” page, give the app a new menu layout, and create a new process for choosing a plan.



**Figure 7.** Final design and story board illustrations  
(story board illustrations 1 & 2 designed by me)

# Sam Betanzos Recital

Poster



These posters were made in collaboration with Nicole Choi. Our design process was untraditional in the sense that it was done as a surprise for the recipient.

## The Original

When walking around campus at Pomona College, we came across a poster advertising our friend's upcoming piano recital. We felt that it needed a redesign if it were going to appeal to the college student demographic.



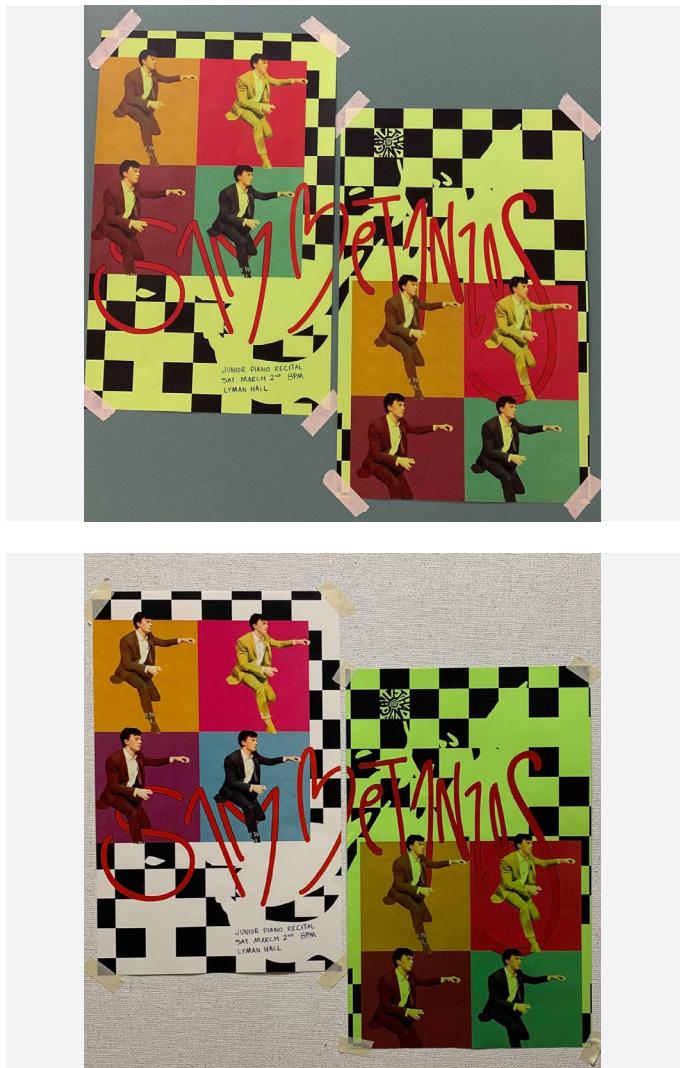
**Figure 8.** Research board for our poster design.

## Research

Our research board for this project included the cover art for some of the pieces that Sam would be playing in his recital, as well as other graphic design works that we felt would give us stylistic or conceptual inspiration. Some of the things that we found interesting in our research were the use of patterns and grids.

## The Final Design

The final design was focused around the idea of what it feels like to be in the room during a piano concert. The design is unconventional for classical music, in order to attract college age students who are not generally attracted to similar events. This unconventional approach is expressed through the use of dual posters and hand drawn typography. The patterns in the design are meant to be reminiscent of the imagery of a piano concert and the playfulness of the pieces.



**Figure 9.** Examples of the final designs posted on campus

# The Cost of Liquid Gold

Self Publication



This project is inspired by Marc Fischer's Library Excavations project. I took off to explore my own local library and see what I could find. In 2019 this publication was chosen as a recipient of the Library Undergraduate Research Award (LURA) at the Claremont Colleges.

## Introduction

Wandering around the basement of the Honnold Mudd Library I stumbled upon a dusty old book titled "Petroleum Developments and Generalized Geology of Africa and Middle East". Up to that point I hadn't thought much about oil developments in Africa, but as I flipped through the pages and pages of maps in this book I found something really interesting. Every few pages I found another ad for an oil related company. The juxtaposition of these ads and the maps of African countries on the adjacent pages, made clear to me the ways in which western perceptions of Africa have cultivated a destructive habit of land grabs and developments in these oil rich countries.

Together, they encountered an uncompromising desert that could kill those who violated its rules. They also found a people of great pride in an ancient civilization that had produced a people full as proud of their heritage as the Americans were of theirs.

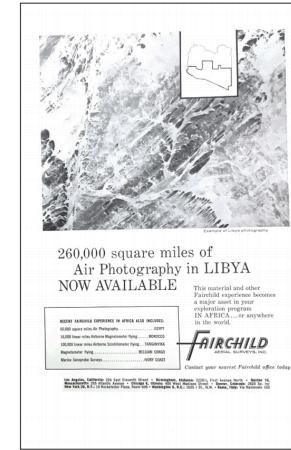
Torn by violent conflicts based on ethnocentrism, unfair distribution, status quo, and generalized inferiority complexes, the people who live in these oil-rich countries are prone to rebellion, insurrection, and civil war.

These men and women had been tested by the challenges of the desert and had found there a justification for holding on in spite of discomfort and such growing threats to personal safety as war might offer. They had made an investment of themselves in this venture.

The West had come along side, shooting men who had colluded with international corporals designed to Africa and assassinating genuine nationalists and pan-Africanists who might, had the lived, taken their countries in a different direction.

In that flow of oil and history, the Hundred Men performed a small part that gains in significance as it is viewed as a link in a chain of events that made this oil available to the modern world.

5



**Figure 10.** Example spread from the publication. The full pdf of the publication can be viewed on my website.