

Heath Hauflaire

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My goal is to bridge the gap between people and technology, simplifying a user's interactions with technology while increasing their engagement.

Employment History

Director of Evolving Media / Art Director / Designer

Beltrame Leffler Advertising – 2009 to Present

- » Overseeing the execution of clients' interactive product needs
- » Consulting clients on improving the User Experience of their websites
- » Information Architecture, Interaction and User Experience Design
- » Usability and communications auditing of clients' online & interactive assets
- » Creating look and feel for clients' online needs

Art Director

Beltrame Leffler Advertising – 2004 to 2009

- » Established an interactive division which resulted in an increase in business
- » Consulted clients on improving the User Experience of their websites
- » Information Architecture, Interaction and User Experience Design
- » Designed a new Hoosier Lottery scratch off ticket display utilizing user research
- » Art Direction for cohesive, cross-media advertising campaigns for accounts such as The Children's Museum of Indianapolis, Dextera Surgical, Biosound Esaote and The Care Group
- » Introduced a new file server and file structure that increased workflow efficiency
- » Logo design, branding and corporate naming systems
- » Graphic design and production of final art

Designer

Kristian Andersen + Associates – 2007

- » Interaction design
- » Team brainstorming, documentation and deliverable design for clients such as ChaCha, ExactTarget and Ascentrix
- » Logo design and brand development
- » Graphic design and production of final art

Designer

Bentcil Corporation – 2003 to 2004

- » Graphic design and production of final art
- » Helped develop and design new and custom products for customers

Education

Master's Certificate in Human-Computer Interaction

IUPUI School of Informatics – Presently pursuing

- » 4.0 Current Cumulative GPA
- » Studying user experience design, interaction design, usability, interface design and user research
- » Researching the effects of usability issues on brand perception

Bachelor's of Fine Arts in Visual Communication Design

Herron School of Art & Design at IUPUI – Graduated 2003

- » 3.2 Cumulative GPA
- » Studied branding, graphic design, information visualization and identity design
- » Studied effective problem solving
- » Worked two semesters in school's professional studio working with clients

Additional Experience

2007 Fort Wayne Addy Judge

Advertising Federation of Fort Wayne, Inc. – 2007

- » Judged local annual Advertising Federation Ad Club awards
- »

Software Knowledge

- » Adobe InDesign
- » Adobe Illustrator
- » Adobe Photoshop
- » Adobe Acrobat
- » Adobe Dreamweaver
- » Microsoft Word
- » Microsoft Powerpoint
- » Microsoft Excel
- » Omnigraffle

Awards

- » 2007 Indianapolis Ad Club Brass Ring (Best of Show) Award
- » 2007 Indianapolis Ad Club Gold Ring Award
- » 2005 Indianapolis Ad Club Brass Ring (Best of Show) Award
- » 2005 Indianapolis Ad Club Gold Ring
- » 2005 Indianapolis Ad Club Silver Ring
- » 2001 Paul A. Weir Award – Herron School of Art and Design at IUPUI
- » 2001 Dean's List – Herron School of Art and Design at IUPUI

Professional Memberships

- » The Association for Computing Machinery (ACM)
- » The Interaction Design Association (IxDA)
- » The Special Interest Group on Computer Human Interaction (SIGCHI)

References

Available upon request