



# HEATH HAUFLAIRE

*Designer of stuff*

## *Employment History*

### *Design Consultant*

Eli Lilly Clinical Open Innovation Lab – July 2013 to Present

- » Design digital products to increase awareness and participation in clinical trials

### *Sr. User Experience Designer*

Gannett Digital – February 2011 to Present

- » Design of iPad-optimized version of local newspaper templates
- » Design of new tablet-based presentation of news content
- » UX Design and documentation of new content monetization model that helped increase new subscriptions by over 30%
- » Conceptual design of new product prototypes
- » UX documentation like wireframes and task flows

### *User Experience Design Consultant*

2010 to Present

- » Consulting on interface design for a physician decision support application for Wishard

### *Director of Digital & Art Director*

Beltrame Leffler Advertising – 2007 to 2011

- » Conducted exploratory interviews with key user segments to build relevant application requirements to help ensure user acceptance of new products
- » User research focus group and survey design
- » Designed & supervised the development of successful interactive websites like Health-e-Trac which helped launch a successful new product for Apex Benefits Group
- » Managed the execution of clients' interactive product needs such as Mayer Fabrics' Textile3D furniture manufacturer application

- » Usability and communications auditing of online and interactive assets with clients such as Ivy Tech Community College to help unify their communications, including research design and observation
- » Consulted clients on improving the Information Architecture, Interaction and User Experience Design of interactive products

### *Art Director*

Beltrame Leffler Advertising – 2004 to 2007

- » Selected and supervised sub-contractors like web developers and photographers
- » Designed advertisements and collateral that established the look and feel of the Children's Museum's most successful exhibit, Dinosphere
- » Designed and concepted materials and communications for medical start-up Dextera Surgical which led to a successful product launch
- » Redesigning the entire collateral catalog for The Care Group that helped increase awareness for the organization and their yearly charity fundraiser
- » Designed the entire collateral catalog for the U.S. division of international ultrasound company, Biosound Esaote
- » Redesigning a new Hoosier Lottery scratch off ticket display utilizing user research in order to increase sales and efficiency of sales

### *Designer*

Bentcil Corporation – 2003 to 2004

- » Designed new and custom promotional products for customers



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## *Education*

### *Graduate Certificate in Human-Computer Interaction*

IUPUI School of Informatics – Graduated 2010

- » 4.0 Cumulative GPA
- » Studied user experience design, interaction design, usability, interface design and user research
- » Usability testing, surveys
- » Used contextual inquiry for requirements definition to design user-centered prototypes for various interactive products
- » Utilized heuristic evaluation and usability testing to evaluate proposed designs

### *Bachelor's of Fine Arts in Visual Communication Design*

Herron School of Art & Design at IUPUI – Graduated 2003

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

## *Other Experience*

### *Fort Wayne Addy Judge 2007*

Advertising Federation of Fort Wayne, Inc. – 2007

- » Participated as a judge in Fort Wayne's annual Advertising Federation Ad Club awards

### *NCMPR District 3 Judge 2010*

National Council for Marketing & Public Relations, District 3 – 2010

- » Selected as a judge for interactive entries

## *Software Knowledge*

### *Adobe Creative Suite 5*

- » Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat

### *Microsoft Office*

- » Microsoft Word, Microsoft Powerpoint, Microsoft Excel

### *Other*

- » HTML, CSS *Intermediate*

## *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