



HEATH HAUFLAIRE

Designer of stuff

Employment History

Sr. User Experience Designer

Gannett Digital – February 2011 to Present

- » UX and Visual Design of iPad-optimized version of 80+ local newspaper websites using responsive design and HTML5/CSS3
- » UX and Visual Design of responsive subscription and account management application
- » UX Design, Visual Design and documentation of new content monetization model for 80+ local newspaper websites that helped increase new subscriptions by over 30%
- » Conceptual design of new product prototypes

User Experience Design Consultant

2010 to Present

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

Director of Evolving Media & Art Director

Beltrame Leffler Advertising – 2007 to 2011

- » Conducted exploratory interviews with key user segments to build relevant application requirements to ensure user acceptance of new products
- » Scripted focus group for user research and wrote questions for online surveys to attain customer insight into product acceptance
- » Designed & supervised the development of 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' website relaunch
- » 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 and conversion of interactive products
- » Wrote proposals and generated time/cost estimates for digital projects

Art Director

Beltrame Leffler Advertising – 2004 to 2007

- » Selected and supervised sub-contractors like web developers and photographers
- » Designed branding and advertising collateral that established the look and feel of the Children's Museum's most successful exhibit, Dinosphere
- » Redesigned branding materials and communications for medical start-up Dextera Surgical which led to a successful product launch
- » Rebranded 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
- » Redesigned a new Hoosier Lottery scratch off ticket display utilizing user research in order to increase sales
- » Rebranded Mayer Fabrics which led to dramatic year over year sales increases and greater brand awareness

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