

QUINN OSURN
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BACKGROUND

Quinn Osburn is a graphic designer skilled in innovation principles, a lover of emerging experiences, and an instigator of great things. He has spent the majority of his career working in R&D/innovation spaces uncovering user centered problems and creating solutions for them. Quinn approaches all problems with a deep-rooted design thinking process that is made visible in information design, branding, art direction, and development of core creative concepts for physical and electronic media. He is an award-winning designer, photographer, videographer, information architect and developer. He brings over 20 years of professional experience to problem solving within healthcare & life sciences field.

Over his career he has taught design at IU (Herron School of Art) and had the opportunity to work with Apple, Frog, NUVO, Lilly, Saint Vincent's, Roche, Junior Achievement, IDEO, IMA, Sallie Mae, Johnson & Johnson, and IU Health.

Specialties: Graphic Design, Innovation, Co-Design Thinking, Video, AR/VR, Website and App Design, Photography, Illustration

RELEVANT HIGHLIGHTS

Innovator

- Experienced in fluidly working through all stages of the innovation process
- Design thinking (Empathy, Define, Ideation, Prototype, Test, Build & Iterate)

UX Designer

- Lead design teams through detailed design meetings with business partners to elicit design requirements
- Created interaction design artifacts including site maps, wireframes, and prototypes
- Development of user interface conventions for internal and consumer-facing web applications for healthcare and pharmaceutical companies

Creative Director

- Concept and creation of visual content for videos, web sites, desktop, and mobile applications
- Development of brand and brand collateral
- Concept and design for print collateral
- Concept and development of logotype design for corporate identities

- Creation Brand evaluation and implementation standards
- Leadership role in development of visual concepts for print, video, and web projects
- Well versed in capturing, editing, and distribution of video content

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SKILLSETS

WEB

User Interface Design
User Experience
Mobile Design

TECHNICAL

HTML
CSS
JavaScript (limited)

CREATIVE

Adobe Creative Suite
Sketch
Logo Design
Brand Equity Design
Videography
Photography

WORK EXPERIENCE

PHARMACEUTICAL 6 years

Roles: Innovation Designer / Videographer / User Experience

Engagement: The initiative involved utilizing innovation practices and fuzzy data to uncover and give clarity around the friction and burden points within a clinical trial setting. This involved working closely with clinical trial designers, decision scientist, physician investigators, clinic support staff, HCPs, patients and caregivers.

Considerable focus was placed understanding and alleviating the challenges of trial design, trial registration, training, in-trial adherence, and post-trial relationships. Most explorations involved remodeling internal and external processes, remodeling perceptions, utilizing IoT, structuring partnerships, and establishment of various advocacy programs.

Key Skills: Empathy gathering, Functional and Form product design, Videography, Graphic design, User Experience, Design Thinking, and Collaborative design

Responsibilities: Design thinking activities uncover user-based burdens and address these through a rapid build and test process. Craft various user experiences utilizing devices and process that would increase the adoption and utilization of clinical trials. Development of recording studio. Directing and producing videos that expose the innovation teams' projects and daily work activities. Illustration, Photography, Videography, and Graphic Design

SOCIAL MOBILE APPLICATION 6 months

Roles: Designer / User Experience Lead

Engagement: Project involved design and development of an iPhone application that provided social networking capabilities. The application allows users to pose and answer questions, refine answers, and improve topics descriptions and tagging. The application utilized speech to text, real-time chat, topic tagging and searching capabilities to bring together users that share interests for a rich question and answer experience. Activities entailed leading a team of designers, working with the business partners to define product need sets and collaborate with the various developer work streams.

Key Skills: Graphic design, User Experience

Responsibilities: Development of new brand identity and navigational blueprints, wireframes, creative concepts for the iOS iPhone and iPad applications.

MEDICAL DEVICE AND TECHNOLOGY GROUP 3 years

Roles: Designer / User Experience

Engagement:	The project involved Design and development of a Web-based application that provided lifestyle coaching and management tools to bariatric surgery patients. The project made use of charting and motivational drivers to help achieve long-term weight loss. Activities entailed leading a design team, detail design meetings with the business partners, interviews and usability testing with patients, collaborate with other work streams.
Key Skills:	Communication with business partners and cross-functional team to facilitate design efforts. Leadership of design and user experience team. Design and development using Adobe Illustrator, Flash and Flex.
Responsibilities:	This project involved leading a design team developing prototypes and documentation of the resulting design used to collaborate with other work streams including offshore developers.

**MEDICAL
DEVICE AND
TECHNOLOGY
GROUP**

6 years

Roles:	Designer / User Experience
Engagement:	Web-based (Flex) software application providing management of the patient relationship for bariatric surgeon practices. Application utilized charting and report generation to manage marketing efforts leading to patient adoption of program, and the quality of patient's care through the life of the program. This project involved designing and developing working prototype, detail design meetings with the business partners, and collaborate with other work streams including offshore developers.
Key Skills:	Communication with business partners and cross-functional team to facilitate design effort. Leadership of design and user experience team. Design and development using Adobe Illustrator, Flash and Flex.
Responsibilities:	This project involved leading a design team, a complete working prototype of the user interface created in Flex, and documentation of the resulting design and working with developers.

**HEALTHCARE
SERVICES
ORGANIZATION**

5 years

Roles: Creative Director / R&D Lead / Videographer / User Experience

Engagement: Designed various materials crossing multiple media types for one of the leading Healthcare companies founded in the Midwest. Creative director for all internal and external website development, presentational materials, and UI for application development. Managed a team of 7 designers to facilitate development needs and to evaluate and purpose new initiatives utilizing burgeoning technologies. Developed and implemented workflows that utilized single sources of XML data to assure seamless usage of materials through various media types. Data loss and the development time on projects were greatly reduced.

Key Skills: Viral marketing, Graphic Design, Creative concept, Flash, Final Cut Pro, XHTML, CSS, and XML

Responsibilities: Creative design of supplemental branding materials, process management, and Implementation, and leadership of design team

**FINANCIAL
SERVICES**

3 years

Roles: Designer / User Experience Lead

Engagement: Designed and assisted with the implementation of a financial application for a major student lending service. The project was to create a process to streamline application prototype development. The prototypes and the application developed were XML compliant and co-brandable for different universities, lenders, and guarantors.

Key Skills: Flash, Graphic Design, Creative concept and marketing

Responsibilities: Development of prototypes and production of HTML and CSS assets

PHARMACEUTICAL

8 months

Roles: Designer / User Experience

Engagement: Designed and implemented brand materials for a leading pharmaceutical company. The materials highlighted a non-branded strategy for a new drug that was in the process of seeking FDA approval. The marketing materials capitalized on a theme of empowerment and awareness of potential patients' physical and psychological needs.

Key Skills: Html, CSS, Graphic Design, Creative concept and marketing

Responsibilities: Development of brand, prototypes, and production website and kiosk

FINANCIAL SERVICES 6 months

Roles: Designer / User Experience

Engagement: Designed recruiting materials for a leading accounting firm that needed to project a fresh look to young college graduates. Recruitment studies showed the firm suffered from the perception that there were few areas for growth within the organization and that the firm was not sensitive toward the needs of a younger generation. The new materials idealized the drive and inventiveness of young college graduates. The materials highlighted an open environment and the opportunities for expansion within the organization. The feedback from recruits was so positive regarding the developed materials that the firm incorporated the new look in its pre-existing marketing collateral.

Key Skills: Graphic Design, Creative concept and marketing

Responsibilities: Design and development of materials for print, video, cd-rom, and internet distribution

AUTOMOTIVE 3 months

Roles: Innovation Designer / Videographer / User Experience

Engagement:	Developed a new identity and intranet site for a leading auto lighting manufacturer. The project brought together differing technologies and efforts within multiple departments to ensure the effortless distribution of information. The project also included developing brand/logo and other materials containing numerous kinetic elements, thus allowing for repurposing assets across multiple media types within the organization.
Key Skills:	Graphic Design, Creative concept and marketing
Responsibilities:	Design and development of brand materials

PUBLISHING 1 year

Roles:	Creative Director / Videographer / User Experience
Engagement:	Developed print publication, online publication and marketing materials for an arts and entertainment publication. The project examined and remodeled the company's print and online production processes to help streamline their workflow.
Key Skills:	Graphic Design, Creative concept and marketing
Responsibilities:	Lead a team of designers to create and extend brand while producing material across multiple media types.

EDUCATION 3 years

Roles:	Innovation Designer / Videographer / User Experience
Engagement:	Designed and implemented collateral materials for an art school of a major university. The project developed a process to leverage interactive technologies for the distribution of learning materials. The project involved using newer technologies and original design to highlight the university as a premier institution in the arts community.
Key Skills:	Graphic Design, Creative concept and marketing
Responsibilities:	Design and development of brand across multiple media types

EDUCATION

Herron School of Art – Bachelor of Fine Arts, Visual

PROFESSIONAL DEVELOPMENT

2011 Adobe Max LA Seminar

2011 Photography Workshop with Joel Grimes

1998 Video Story Telling Workshop with Mikon Van Gaston

PROFESSIONAL ACTIVITIES & RECOGNITION

MedX Presentation workshop

Juried ADDY District 5 show

International Association of Business Communicators Speaker: “Podcasting: Development of the Clarian HealthPod Program”

“Greystone Best in Class Gold” Award Recipient

Strategic Healthcare Communications Conference Guest Speaker “Podcasting: Communicating and Marketing”

Two Addy Citations of Excellence

Digitalthread Website Award Recipient

Must-c Internet Design Award Recipient

Best of Class - professionally juried show

Mary Milliken Scholarship

Adah Broadbent Scholarship