

Andrew Haglund

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EXPERIENCE

User Experience Designer for John Deere

October 2013 – Now | Champaign, IL

Collaborating with a focused team of researchers, programmers, and designers to curate content and design the workflow for instruction-based and machine-connected mobile apps. Designing and experimenting with future concepts at Deere's premier research and development branch. Acclimating new designers as they join our small, yet vibrant, team.

Design Advisor for Neutral Design Studio

June 2014 – Now | Urbana, IL

Researching problems in the community (i.e. bicycle theft) and working with a team to design and implement solutions for our area. Taught a 10-week course on bicycle design to a group of industrial design undergraduate students. Transitioned a talented group of designers into a client-based branding and services firm targeted at local businesses.

User Experience Designer for AlzCare Labs

March 2015 – May 2015 | San Francisco, CA

Designed the wireframe for an emergency beacon app for caregivers of people with Alzheimer's disease. Distilled hundreds of hardware and software requirements to create high-fidelity mockups which adhere to accessibility requirements for the target aging demographic. Created sketches and prototypes for future hardware releases.

Industrial Designer for Subsistence Marketplaces

August 2013 – May 2014 | Champaign, IL

Designed a sustainable water filter to improve the health of families in developing countries. Traveled to India and Tanzania with a small group of business experts and environmental engineers for research. Created a comprehensive plan for manufacturing and integrating the product into the culture of our target user through health-related education.

User Experience Designer for Cazoodle

September 2012 – December 2013 | Champaign, IL

Introduced a technical startup to user-centered design for its consumer-facing web services as the lead interface designer. Hired and trained a team of designers to carry design thinking and strategy into the company. Created wireframes and high-fidelity designs to shape the design language of Cazoodle's early products.

Graphic Designer for MOGL Loyalty Services

June 2012 – August 2012 | San Diego, CA

Designed banners and flyers for promotional events by modifying and building templates. Matched the branding, colors, and aesthetics for each business that was holding special events through our partnership. Evaluated the copywriting and contents of the posters.

EDUCATION

Industrial Design at the University of Illinois at Champaign-Urbana

August 2010 – May 2014 | Bachelors of Fine Arts | GPA 3.52

Received the **Caruso Significant Design Award** and the **Excellence in Sustainable Management and Technology Award** for creating conceptual solutions for people in developing nations related to mobile connectedness and decontaminating drinking water.

Visual Arts Workshop at Coventry University

July 2012 | Creative Directions: International Perspectives for Visual Arts

Exploring interdisciplinary practices and exercising the fundamentals of the fashion, painting, sculpture, industrial design, screen printing, and videography industries.

TOOLS

Photoshop	
Illustrator	
InDesign	
Paper by 53	
Sketch	
Invision	
Justinmind	
HTML/CSS	
Keynote	
Omnigraffle	
Final Cut Pro	
Audacity	
Garageband	
SolidWorks	
Rhinoceros	

SKILLS

Collaboration
Sketching
Typography
Photography
Branding
Pixel Perfect Design
Interactive Prototyping
Flow Chart Wireframing
iOS/Android App Design
Information Architecture
Animation
Usability Testing
Video Production
Audio Editing
Digital Fabrication