

Andrew Haglund

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EXPERIENCE

User Experience Designer for John Deere

October 2013 – Now | Champaign, IL

Maintains visual standards for mobile apps at John Deere, on-boards new designers, and is involved in the creation and upkeep of several mobile apps—everything from wire-framing to App Store marketing materials. Collaborates with researchers and developers to address customer needs across industrial-agriculture logistics, embedded vehicle display interfaces, and tracking lawn mower performance and maintenance.

Design Advisor for Neutral Design Studio

June 2014 – Now | Urbana, IL

Founding designer of the studio, working initially on handcrafted bicycle accessories. Researches and designs digital services and branding for local entrepreneurs, with topics ranging from lifestyle, commerce, to theft prevention. Advises and provides feedback for the direction of the studio and sister companies BrewLab and Neutral Cycle.

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 adhering to accessibility requirements for the target demographic. Created sketches and prototypes for future hardware and mobile app 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. Conducted research in India and Tanzania with a small group of business experts and environmental engineers. Created comprehensive plans for manufacturing and integrating the product into the culture of our target users 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 services as the lead web 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, Place of Mine and Grant Forward.

Graphic Designer for MOGL Loyalty Services

June 2012 – August 2012 | San Diego, CA

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

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 to problems such as mobile connectedness and decontaminating drinking water for people in developing nations.

Visual Arts Workshop at Coventry University

July 2012 | Creative Directions: International Perspectives for Visual Arts

Explored interdisciplinary practices by exercising the fundamentals of fashion, painting, sculpture, industrial design, screen printing, graphic design, and videography occupations.

TOOLS

Sketch
Photoshop
Illustrator
InDesign
InVision
Swift
Keynote
Final Cut Pro
Logic Pro
SolidWorks

SKILLS

iOS and Android Design
iOS Development (Beginner)
Illustration
Sketching
Branding
Prototyping
Information Architecture
Animation
Audio and Video Production
Usability Testing