

# Andrew Haglund

andrewhaglund.com

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## EXPERIENCE

### Senior UX Designer at Nutrien Ag Solutions

August 2018 – Now | Champaign, IL

Designs solutions to help farmers maximize productivity through ecommerce and advanced analytics. Discover unmet needs and whiteboard possible solutions with stakeholders. Creates final visual designs, prototypes, detailed specifications, and works with developers to bring high-quality experiences to life.

### Creative Director at Agrible

August 2017 – August 2018 | Champaign, IL

Created a design system for Agrible.com, a service which helps growers and multinational food companies make sustainable choices. Ensuring usable and beautiful interfaces across Agrible's analytical and data-heavy services. Collaborates across the company to ensure our product fulfills the needs of our customers.

### User Experience Designer at John Deere

October 2013 – August 2017 | Champaign, IL

Maintained visual standards for mobile apps at John Deere, on-boarded new designers, and was central to the rollout of several apps: designing everything from initial wireframe to final App Store marketing materials. Collaborated with research and engineering in topics such as harvest logistics, embedded vehicle displays, and the gamification of lawn mower performance and maintenance.

### Design Advisor at Neutral Design Studio

June 2014 – August 2017 | Urbana, IL

Founding designer of the studio making handmade bicycle accessories. Discovered client needs and designed mobile apps and logos for local entrepreneurs. Provided interior design feedback for sister companies BrewLab and Neutral Cycle.

### User Experience Designer at AlzCare Labs

March 2015 – May 2015 | San Francisco, CA

Designed wireframes for an emergency beacon app for caregivers of people with Alzheimer's disease. Created high-fidelity mockups while adhering to stringent hardware-software integration and accessibility requirements. Created prototypes for future hardware.

### 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 business experts and environmental engineers. Created manufacturing and health-education plans to ensure the product could be integrated with the culture of our users.

### User Experience Designer at Cazoodle

September 2012 – December 2013 | Champaign, IL

Brought design-thinking into a technical startup as the lead web designer by hiring and training a design team. Created wireframes and high-fidelity designs to shape the design language of Cazoodle's consumer facing search engines: Place of Mine (apartments) and Grant Forward (research funding).

## EDUCATION

### Industrial Design at the University of Illinois at Champaign-Urbana

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

Practiced sketching, prototyping, and research techniques. Received the *Caruso Significant Design Award* and the *Excellence in Sustainable Management and Technology Award* for projects regarding mobile connectivity and unclean drinking water 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 (iOS Development)  
Keynote  
Final Cut Pro  
Logic Pro  
SolidWorks

## SKILLS

Mobile app design  
iOS Development  
Illustration  
Sketching  
Branding  
Prototyping  
Information Architecture  
Animation  
Audio and Video Production  
Usability Testing