

Andrew Haglund

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EXPERIENCE

Principal UX Designer at Nutrien Ag Solutions

February 2021 – Now | Champaign, IL

Creates tools to help growers understand their environmental footprint by collaborating with research, engineering, and data science teams. Gaining buy-in with business stakeholders and advocating for our users in product roadmap planning. Conducting concept testing and usability testing to ensure we're building high-quality experiences.

UX Manager at Nutrien Ag Solutions

January 2020 – February 2021 | Champaign, IL

Builds processes to help the UX team work effectively, contributes to our design system, and provides career and project guidance for direct reports. Continued to design by running workshops, delivering exploratory user research, and building wireframes and prototypes.

Senior UX Designer at Nutrien Ag Solutions

August 2018 – December 2019 | 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.

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

Figma
Sketch
InVision
Miro
Photoshop
Illustrator
InDesign
Swift (iOS Development)
Keynote
Final Cut Pro
Logic Pro
SolidWorks

SKILLS

Mobile app design
iOS Development
Web Design
Usability Testing
User Research
Illustration
Sketching
Branding
Prototyping
Info. Architecture
Animation
Audio and Video
Production