



HEATH HAUFLAIRE

Employment History

Principal Product Designer / Strategist

DeveloperTown

August 2015 to Present

- Interaction, UX & visual design consulting in broad range of industries including: insurance, travel management, manufacturing, medical/pharmaceutical
- Facilitating workshops and design-focused engagements for strategic guidance or tactical product development
- Designing and running generative or evaluative research studies
- Lead designer for cloud-based, consumer-focused security application for one of our largest international clients
- Lead designer for redesign of international manufacturer's customer portal
- Mentoring other designers
- Led collaborative effort to document design methodology toolbox
- Led collaborative efforts to build an internal design system utilizing tokens to improve design/development collaboration
- Front end coding in CSS, HTML, React
- Product management and product development consulting

Design Consultant

Eli Lilly Clinical Open Innovation Lab

July 2013 to July 2015

- Interaction, UX & visual design of a clinical trial eligibility criteria writing tool. My focus on efficiency through time-on-task and keyboard interactions drastically reduced the amount of time it takes to write eligibility criteria
- Interaction & visual design of data-presentations that educate and start a dialogue with patients to increase awareness and participation in clinical trials

Sr. User Experience Designer

Gannett Digital

February 2011 to July 2013

- UX Design and documentation of news content monetization model that helped increase new subscriptions by over 30%
- Design of iPad-optimized progressive web app supporting 80+ local newspaper sites
- Conceptual design of new product prototypes

Director of Digital & Art Director

Beltrame Leffler Advertising

2007 to 2011

- User research, user interviews, focus groups, and survey design
- Designed & supervised the development of successful interactive websites for clients like Apex Benefits Group
- Managed the execution of clients' interactive product needs such as Mayer Fabrics
- Usability and communications auditing of online and interactive assets with clients such as Ivy Tech Community College to help unify their communications, including research design and observation
- Consulted clients on improving the Information Architecture, Interaction Design, and User Experience Design of interactive products

Art Director

Beltrame Leffler Advertising

2004 to 2007

Education

Certified Product Manager

AIPMM – Association of International Product Marketing & Management

2020

Graduate Certificate – Human-Computer Interaction

IUPUI School of Informatics

Graduated 2010

- 4.0 Cumulative GPA
- Studied User Experience Design, Interaction Design, Usability, User Interface Design, and User Research
- Usability Testing, surveys
- Contextual Inquiry for requirements definition to design user-centered prototypes for various projects
- Utilized heuristic evaluation and usability testing to evaluate proposed designs

Bachelors of Fine Arts – Visual Communication

IUPUI Herron School of Art & Design

Graduated 2003

- Studies branding, graphic design, information visualization, and identity design
- Design thinking and effective problem solving methods
- Worked two semesters in the school's professional design studio working with clients

Software

UX & Design Software

- Figma
- Sketch
- Zeplin
- InVision
- Adobe Creative Suite

Project Management & Communication

- JIRA
- Azure Devops
- Trello
- Slack
- Basecamp
- Miro

Web Development

- HTML
- CSS, SCSS, LESS
- ReactJS & Angular