

healthyhappywise

design for you.0

Bringing to bear empathy, meaning and craft to create transformative user experiences that fulfill our individual and collective purpose.

Eric Bailey, Founder
healthyhappywisedesign.com
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510.761.5761

Education	Jun 2003 - Jun 2004	Stanford University School of Education; Stanford, CA MA in Learning, Design and Technology.
	Sep 1990 - Jun 1995	University of Cincinnati D.A.A.P.; Cincinnati, OH BS in Design and completed six quarters of professional practice (Co-op) in graphic design.
Profession	Dec 2013- Present 2 years	athenahealth; UX Director Working with executive leaders of the \$1 Billion company to define human-centered strategies that fundamentally redefine product vision. Employing the development lifecycle and leading a team of exceptional designers to innovate Epocrates, a cherished brand in the category of clinical decision-support.
	2010 - Present 5 years	Healthy Happy Wise; Founder Strategic innovation consulting with an emphasis on transformative user experiences and design that supports human achievement.
	Aug 2012 - Dec 2013 1 year, 4 months	PokitDok; UX Lead Employed human-centered strategy to define the value of a healthcare marketplace. Designed all consumer and enterprise products on mobile and web platforms. Designed corporate communications, promotional materials and product demonstrations. Product success secured Series A funding.
	Sept 2004 - Aug 2012 8 years	Frog Design; Creative Director Led strategic innovation engagements with global brands across industries including Disney, ETS, Welch Allyn, JP Morgan Chase, LifeScan, Ethicon, Blue Shield, Kaiser, Pelco. Created product ecosystems and services on platforms including desktop software, mobile software, web, mobile web, embedded UI and physical UI. Led multi-disciplinary teams to define research strategy; business strategy, facilitation, design, prototyping and documentation.
	Oct 2003 - Jun 2004 9 months	Children's Discovery Museum of San Jose; Intern/Media Lit Coordinator Worked with the Educator and Youth Programs Facilitator to develop and implement media literacy instruction for 6-11 youth.
	Jan 1997 - Jun 2003 6 years, 6 months	Giant Step (Arc Worldwide); Senior Designer Defined the online identity of Fortune 500 brands including United Airlines, Allstate, Scion, GM, Maytag, Ralston Purina, Energizer, Procter & Gamble, Kellogg's, Pella. Led planning, interaction design, and visual design. Solutions included e-commerce, online media and corporate communications.
	Jun 2000 - July 2000 1 month	School of the Art Institute of Chicago, Continuing Ed; Instructor Developed and taught curriculum for Web Design 1 course— planning, concepting, designing, production, HTML.

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Profession Contd.	1998 - 2004 6 years	Project Osmosis; Co-Founder Envisioned and helped to establish a non-profit mentoring program providing under-represented youth self-actualization through careers in Design.
	July 1996 - Jan 1997 6 months	Streams Online Media Development; Designer Design and production of interactive and print corporate communications. Industries included financial services, publishing, fashion, government, food.
	1991 - 1995 6 mos 6 mos 3 mos 3 mos	Co-Operative Education Experience Skolos/Wedell; Boston, MA RTKL Associates; Dallas, TX Edison Brothers; St. Louis, MO National Parks Service; Harper's Ferry, WV
Distinction	2011	International Design Excellence Awards (IDEA) Silver Medingo SOLO MicroPump Insulin Delivery Brand Identity and Package Design
	2010	Patent Pending Application No.: 12751579, Docket No.: 10156.0003USU1 Physiological Parameter Measuring Platform Device Supporting Multiple Workflows
	2008	Patent WO 2008/040998 A2, PCT/GB2007/003791 Systems And Methods for Determining A Substantially Hematocrit Independent Analyte Concentration
	Feb 2007	Black Creativity, Designs for Life Chicago Museum of Science and Industry exhibit of works in the field of design
	May 2004	Communication Arts Magazine Scion.com
	Sep 2003	Communication Arts; Design Interact Scion.com: Site of the week. http://www.designinteract.com/sow/110303
	2003	Association for Multimedia Communications 2003 Honorable Mention Commercial category
	2001	J.D. Power and Associates annual automotive web study Oldsmobile.com: ranked 7 among 36 manufacturer sites; ranked #1 GM site
	1998	Designing Identity; Graphic Design as a Business Strategy Featuring corporate communication design