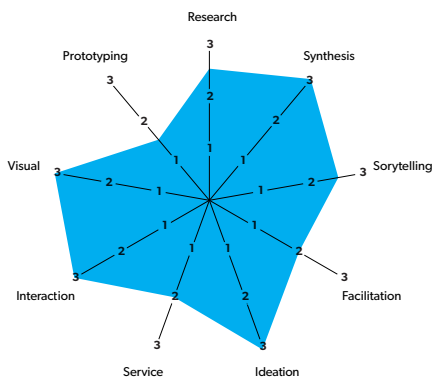



UX lead with 20+ years in the field. Creating transformative “uber experiences” that fulfill our individual and collective purpose.





Education

 **Stanford University**
School of Education
MA in Educational Technology

 **University of Cincinnati**
College of Design Architecture,
Art and Planning
BS in Design

Enterprises

 **Healthy Happy Wise**
Consulting specializing in
Transformative UX.

 **Properganda**
Graphic art that quietly obliterates
conventional thinking patterns.

Contact

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-  eric@healthyhappywisedesign.com
-  [linkedin.com/in/eric-bailey-1019013](https://www.linkedin.com/in/eric-bailey-1019013)
-  [@healthyhappywis](https://twitter.com/healthyhappywis)

Experience

July 2016, 1 yr and counting
AltSchool; Director Experience Design and Research

Leading product design, user research to create and evaluate software for classrooms. Leading communication design to advance human-centered thinking within the organization and simplify internal and external identity.

Dec 2013 - Jun 2016, 2 yrs 7 mos
athenahealth; Director of UX

Co-built the “Strategic Design” function using human-centered strategies to define product vision for executive leaders of the \$1 Billion company. Built and led a team of exceptional designers to innovate Epocrates, the market leader for clinical decision-support.

Aug 2012 - Nov 2013, 1 yr 4 mos
PokitDok; UX Lead

As sole designer, represented PM and UX functions. Applied human-centered strategy to define a healthcare marketplace. Designed all consumer and enterprise products on mobile and web platforms. Created corporate communications and product demonstrations. Helped secure Series A funding.

2004 - Aug 2012, 8 yrs
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 services and products for desktop, mobile native, mobile web, embedded UI and physical UI. Led multi-disciplinary teams in research, business strategy, facilitation, design, prototyping and documentation.

Jan 1997 - Jun 2003, 7 yrs
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 design on individual engagements. Solutions included e-commerce, online marketing and corporate communications.

1997 - 1997, 1 yr
Streams Online Media; Designer

Designed interactive and print corporate communications. Clients included financial services, publishing, fashion, government, food.

Distinction

1998 - 2004
Project Osmosis; Co-Founder
projectosmosis.org

Envisioned and helped establish a 501(c) mentoring program for under-represented youth pursuing careers in Design.

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

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

Sept, 2003
Communication Arts; Design Interact

Scion.com: Site of the week.
<http://www.designinteract.com/sow/110303>

2003
Association for Multimedia Communications

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