

ETHAN HETZLER

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EDUCATION

MASTER OF SCIENCE

Human-Computer Interaction Design
Indiana University
08/2016-05/2018

BACHELOR OF SCIENCE

Exercise Physiology
Indiana University
08/2012-05/2016

CERTIFICATES

INTERACTION DESIGN

FOUNDATION

Conducting Usability Testing
Information Visualization

SKILLS

RESEARCH

Affinity Diagrams
Storyboards
Interviews
Usability Testing
Exemplars
Personas
Google Analytics

DESIGN

Paper Prototyping
Wireframing
Presentation
Sketching
Responsive Design

TECHNICAL

InDesign
Invision
Sketch
Adobe XD

INTERESTS

Weight Lifting
Photography
Food Blogging
Hiking
Video Game Speedrunning

PROFESSIONAL PROFILE

I am a UX designer/researcher with experience working in an Agile environment, multiple instances of project management, collaboration between teams, ample presentation experience, and a diverse employment history that brings a unique perspective to any position.

EXPERIENCE

UX DESIGNER - BRANDWISE

06/2018-02/2021

- Planned and executed multiple research ventures including ethnographic research, concept validation, and user testing for Brandwise's B2B solutions
- Acted as the main point of contact for internal developers and external vendors for all Brandwise product redesign questions and projects by providing high fidelity wireframes and other necessary documentation
- Established UX/UI patterns to be used across the Brandwise product suite redesign
- Established design department workflows to more efficiently and consistently interface with other teams
- Created and maintained the Sketch library for UI elements

CRATE & BARREL

Spring Semester 2018

Our work is currently being used on select product pages on Crate & Barrel's website. Our team engaged in storyboarding, conducting a competitive analysis, and interviews to create a redesign of the product page on the Crate&Barrel website as well as two additional concepts. We created a video prototype, conducted usability tests, and iterated on our concepts based on feedback.

BLEACHER REPORT

Spring Semester 2018

Our team conducted interviews, created concept sketches, and to explore how Bleacher report might implement Augmented Reality into future iterations of their app. We created wireframes and high fidelity prototypes in Sketch and conducted usability tests to refine our ideas.

PLAYSTATION

Spring Semester 2018

In one week, our team utilized interviews, story boards, secondary research, and what if scenarios to envision the future of play in society. We used Sketch, Photoshop, and sketches to ideate our concepts.

LEAD ASSOCIATE INSTRUCTOR - INDIANA UNIVERSITY

08/2014-05/2018

- Promoted from Associate Instructor to Lead Associate instructor in 2016 after demonstrating exemplary communication skills with both colleagues and students, and the development of new course materials and the refinement of old ones
- Managed a team of five undergraduate instructors and acted as an overflow for instructors who could not complete responsibilities