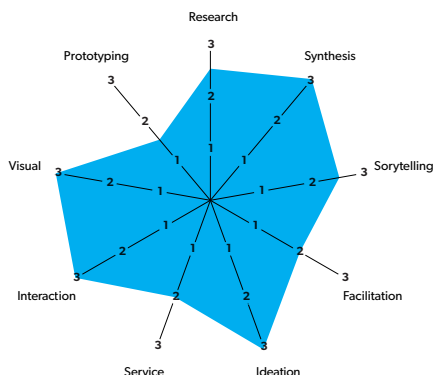


**UX lead with 20+ years in the field. Creating transformative “uber experiences” that fulfill our individual and collective purpose.**



## 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 focused on  
transformative user experiences.



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

## Contact



[healthyhappywisedesign.com](http://healthyhappywisedesign.com)



[eric@healthyhappywisedesign.com](mailto:eric@healthyhappywisedesign.com)



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



[@healthyhappywis](https://twitter.com/healthyhappywis)

## Experience

**Mar 2018 to Present**  
**Zillow Group; VP Experience Design, Buy & Sell Transactions**

Leading a team of managers and designers creating effortless buying and selling experiences. Fulfilling emerging business models by enabling Zillow to scale and creating services that connect customers, agents and operators throughout the home-buying and selling journey.

**July 2016, Mar 2018, 1 yr 9 mos**  
**AltSchool; Director Experience Design and Research**

Led managers, designers and researchers to create a progressive learning platform and other digital tools for teachers and students. Led communication design to advance human-centered thinking within the company and simplify internal and external identity.

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

Built and led a team of exceptional managers and designers to innovate Epocrates, the market leader for clinical decision-support. Co-created the “Strategic Design” team. Applied human-centered strategy to set product vision for executive leaders of the \$1 Billion company.

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

Sole designer defining product and user experience. Applied human-centered strategy to define 2.0 of 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 with global brands 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, and prototyping.

**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](http://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