

Andrew Heaton

Experience Design | Creative Direction | Digital Strategy

This is a Resumé.

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Work History



Founder • Clawson, MI • April 2012 - Current

Revinity Studios was founded as an umbrella company for my UX design house and publishing imprint.

On the UX side, I've recently done work for Lifestreams, Socialistic, Bright and Shiny, Crain Communications, Dmedia, Michigan First Credit Union, NetGalley, LegalZen, Company Folders and EAT Agency.

As Revinity Press, I published my first UX book: Purposely Irregular and my second on mobile design is currently being released as a series on Medium.com.

Brilliant Chemistry Chief Chemist, Design • Royal Oak, MI • June 2011 - February 2013

Brilliant Chemistry was a creative technology + ideation studio, a small startup that I, and 2 other like-minded people started to do mobile development.

While at Brilliant Chemistry, I created mobile and web apps for North American Bancard, 1800LawFirm, eRaise, and noted non-profit Defeat The Label.



Director of Experience Design • Southfield, MI • June 2009 - May 2011

Doner was the largest independent agency in the world, with a range of major brands under their care. I led the Experience Design practice, which was created to advance digital thinking and development internally.

While at Doner, I led or worked on projects for Mazda, Bush's Beans, Minute Maid, Odwalla, Simply Orange, Serta Mattress, Pennzoil, Quaker State, Del Taco, Great Wolf Lodge, Lexmark, Polartec and the UPS Store.



Director of Experience Strategy • Southfield, MI / Austin, TX • September 2006 - June 2009

As Director of Experience Strategy, I oversaw User Experience / Design efforts for all Versata properties. This included internal efforts consolidating the visual appearance and usability of all products, as well as development and strategic direction for clients. I provided creative and strategic direction to development teams, and mentorship to the UX staff worldwide. I was key on the new business development teams, creating marketplace strategy for products, and developing relationships with new and existing clients.

While at Versata I led major engagements for Ford, Nissan, Chrysler, Kia, AutoNation and IBM.

TRILOGY Senior Research Scientist • Southfield, MI / Austin, TX • October 2005 - September 2006

At Trilogy, my role as a Research Scientist consisted of concept and validation of innovations in business practice for the automotive vertical, working almost exclusively with emerging technologies and communication techniques.

While at Trilogy, I prototyped applications, sites and systems that were in advance of marketing agencies' abilities and the OEM's radar. The focus of my work was centered around 3 areas : Attracting the customer to a property, Short and long-tail conversion, & user-driven content.

ORGANIC Associate Creative Director • Bloomfield Hills, MI • October 1999 - October 2005

While at Organic, I was an Associate Creative Director as well as the Lead Information Architect. I led a cross-disciplinary team focused on User Experience, conducted usability testing with our research department, and performed site and application usability evaluations. I also led R+D efforts, and was a driver of new concepts and online strategies, including Social Networking and Mobile Computing.

I was responsible for overall user experience on the DaimlerChrysler account, which included Jeep, Chrysler and Dodge, as well as many Chrysler-related entities such as Chrysler Financial, Mopar and Service Contracts.

“Play Your Early Stuff”

We all came from somewhere, we all learned from someone.



Vice President of Creative Services • Bloomfield Hills, MI • August 1996 - September 1999

Rare Medium (originally Globallink New Media) was an early-phase internet development company based in NYC. I led all creative efforts for the Detroit office.

A few clients of note: Amerisure Insurance, Cincinnati Milacron, Citizens Bank, Dana Corporation, Dana Commercial Credit, Ford, Gannett, General Motors, Honeybaked Ham, Kmart, Kowalski Sausage, Munder Capital Management, Pontiac Motors, and Slinky.

Graphics Department, Inc • Art Director / Web Developer • Troy, MI • Sep 1995 - Aug 1996

Clients included: Ameritech, City of Cleveland, Fanuc Robotics, PPG, Textron Automotive, State of Ohio



Design King • Art Director • Royal Oak, MI • May 1994 - June 1995

Clients included: Ford Motor Company, Taubman Retail Group



Orbit Magazine • Art Director / Editor • Royal Oak, MI • Jan 1994 - Jan 1995

Oak Communications • Art Director • Royal Oak, MI • Jan 1993 - May 1994

The Oakland Press • Production Artist • Pontiac, MI • Aug 1992 - Jan 1993



US Army Reserve (Activated) • Dhahran, Saudi Arabia • Aug 1990 - July 1991

180th Transportation Company (MOS: 88M)



US Army • Fort Bliss - El Paso, TX • May 1988 - May 1990

3rd Armored Cavalry Regiment (MOS 19K)

Keramidas Advertising • Intern • Bingham Farms, MI • Jan 1986 - August 1986

Other Work + Training



Socialistic • New York • January 2012

White-label UX work for social mobile / web project for major automotive OEM.



Hyper Island Master Class • New York • November 2009

Attended the HIMC sessions held at the One Club in New York. More information at www.hyperisland.com



TBWA / Tequila • Paris • November 2008

Pitch for Michelin Europe digital account. Developed entire site concept, including integrated social comments and rating systems.

TBWA / Tequila • Paris • March 2008

Pitch for Nissan Worldwide digital account. Developed Site, Social, and Ownership strategy for Europe and Russian markets.



JWT • New York • September 2007

Development of the digital strategy for the “Everyone In” Ford Campaign. This campaign evolved into the Drive One campaign.

Published Works + Portfolio



Purposefully Irregular: Zen, Punk Rock and Ruthlessness in Experience Design

A UX book focused on my particular approach to the craft.

Available in paperback and for Kindle on Amazon.com.

Big Design, Small Screen: Conceptual Design for Mobile Devices

Available on Medium at: <http://bit.ly/1HljFPL>

Slides from Recent Speaking Engagements

Available on Slideshare.

<http://www.slideshare.net/andrewheaton>

Recent Work

A short view of recent work with some old favorites is available at

<http://www.revinity.com/work2013>