CHAD M HAEFELE

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EDUCATION

Certificate in Technology and Communication, UNC Chapel Hill, 2015

Coursework included Visual Communication and Multimedia, Digital Data & Analytics, and Writing for Digital Media.

Masters of Library & Information Science, University of Pittsburgh, 2005

Focused on digital libraries and technology in libraries.

B.S. in Computer Information Systems, Grove City College, 2004

Business Minor. Combined application development skills with a focus on business analysis.

CONTINUING EDUCATION

- **Completed coursework for Certified Professional in Accessibility Core Competencies Certification,** August 2020
- **ICPSR / Odum Institute Qualitiative Research Methods three-day workshop,** July 2019
- **Scrum Certified Product Owner Training,** May 2017
- **Perkins School for the Blind's Web Accessibility Training,** September 2016
- **TRLN Management Academy,** October 2015

EMPLOYMENT HISTORY

HEAD OF USER EXPERIENCE, FEBRUARY 2017 – PRESENT

University of North Carolina at Chapel Hill University Libraries, Chapel Hill, NC

RESPONSIBILITIES:

- Place cutting-edge library services at the center of where users conduct their research.
- Connect the Libraries' services, collections, spaces, and virtual presence.
- Provide strategic direction for the Libraries' online presence.
- Serve as an advocate for user needs.
- Supervise three full-time staff.

- Participate in discussions and plans for the Libraries' buildings and spaces.
- Develop and deliver innovative, people-centric services and content.
- Empower library staff to create and manage their own services efficiently and effectively.
- Design, Deliver, and Assess new and updated services and experiences.
- Communicate projects, priorities, and goals with stakeholders.
- Coordinate and conduct usability tests.

SKILLS & EXPERTISE:

- ALA-accredited Master's degree in library or information science or related advanced degree
- 5 years of experience working in an academic research library
- Supervisory experience
- Strong commitment to public service
- Knowledge of web design and user experience practices, principles, and trends, especially for academic libraries
- Knowledge of library assessment practices, principles, and trends
- Ability to manage complex, long-term projects with a variety of stakeholders
- User research experience, including standard usability methodologies
- Experience developing and assessing library services and programs
- Demonstrated ability to evaluate and apply new technologies in support of library services
- Proficient with HTML, CSS, and WordPress
- Excellent communication skills
- Facilities planning experience
- Experience developing or maintaining internal services and workflows
- Public relations and marketing experience
- Proficient in PHP

SPECIAL ACHIEVEMENTS SINCE LAST REVIEW:

- Worked with Communications to plan and execute communication strategy in response to COVID-19 - 2020-22
- Collected, managed, and reported statistics to ARL, ACRL, AAHSL, IPEDS, OIRA, and others - 2017-2022
- Implemented strategic plan for the UX department after hiring two full-time staff, 2020-2021
- Implemented expanded room and seat booking options in response to COVID-19, 2021

- Supervised overhaul of the Community-Driven Archives web presence - 2020-21
- Created workflows and structures to feature information about the Libraries' Reckoning work on our websites - 2020
- Adopted components of Agile development, implemented as a sprint-based model of work for the UX department - 2020
- Reduced quantity of digital accessibility violations in response to a complaint from the Department of Education - 2017-2020
- Managed the Undergraduate Library's public VR service point, including supervision of two work-study students - 2017 - 2020
- Managed the construction and launch of a brand new catalog for the University Libraries in collaboration with TRLN - 2017 - 2019
- Built and launched SustainableScholarship.unc.edu - 2019
- Implemented processes to keep our buildings' hours current in Google search results and Google Maps - 2018
- Implemented Rise Vision to manage eight digital signs across five branches - 2017
- Worked with Kenan Science Library staff to plan and open the KSL Makerspace - 2017

EMERGING TECHNOLOGIES LIBRARIAN, NOVEMBER 2007 – FEBRUARY 2017

University of North Carolina at Chapel Hill University Libraries, Chapel Hill, NC

REFERENCE & INSTRUCTION LIBRARIAN / LECTURER, AUGUST 2005 – OCTOBER 2007

University of Alabama in Huntsville, Huntsville, AL

- Served as Interim Head of Distance Learning from March 2007 – October 2007

TECHNICAL SUPPORT / LAB ATTENDANT, AUGUST 2004 – AUGUST 2005

University of Pittsburgh – Barco Law Library, Pittsburgh, PA

TECHNOLOGY INTERN, JUNE 2003 – AUGUST 2003

Rochester Public Library, Rochester, NY

PAGE / CLERK LEVEL IV, FEBRUARY 1998 – AUGUST 2004

Fairport Public Library, Fairport, NY

PUBLICATIONS

BOOKS

- **Serving Diverse Users with Persona-Based Homepages**. Chapter in: Priestner, Andy. [User Experience in Libraries: Yearbook 2018](#). Independently Published, 2018.
- **Virtually Representing our Physical Spaces.** Chapter in: Priestner, Andy. [User Experience in Libraries: Yearbook 2018](#). Independently Published, 2018.
- **[WordPress for Libraries](#).** Rowman & Littlefield, 2015.
- **Mobile Catalogs.** Book chapter in: Peters, Thomas A., and Lori Bell. [The Handheld Library](#). Libraries Unlimited, 2013.

JOURNAL ARTICLES

- **Don't Swing That Sledgehammer: Use Your Library Spaces Dynamically.** Journal of New Librarianship 2.2 (2017)
- **The Case for Home-Grown, Sustainable Next-Generation Library Services**. Public Services Quarter 7.3 (2011).
- **Gauging the Use of Academic Science Libraries**. Information Outlook 15.6 (2011).
- **One Block at a Time: Building a Mobile Site Step by Step**. The Reference Librarian 52.1 (2010).
- **Alternate reality games: a realistic approach to gaming on campus?** Proceedings of the 38th annual fall conference on SIGUCCS (SIGUCCS '10), 157-164.
- **Talkin' Blogs – LJ Round Table**. Library Journal print edition cover story: Oct 1, 2005.

WEB

- [libUX.web.unc.edu](#). Departmental Blog, 2015 – Present.
- [HiddenPeanuts.com](#). Personal Professional Blog, 2004 – 2020.
- [Unlocking Games.](#) Podcast, 2016 – 2017.
- [Finding Success in your UX Career with Cory Lebson](#) (event recap). Triangle UXPA Blog, 2016.
- [Sprint: A Review!](#) (Book Review), Web for Libraries newsletter, 2016.
- [Getting Ready for the Transition to LibGuides 2](#). Interview, Springshare Support Blog, 2014.
- Emerging and Disruptive Technologies. Blog post featured in American Libraries Direct, 2012 .
- Do Libraries Innovate? Session writeup featured in American Libraries Direct, 2007.
- Library Journal TechBlog. Regular writer 2005 – 2006.

- Designing for Digital, 2/21 - Using Google My Business to Gauge User Perceptions of Library Buildings in a Pandemic
- NC Live Workshop at Elon University, 2/20 - User Research in Libraries
- Florida Library Webinars, 11/19 - WordPress for Libraries
- UNC Libraries IDEA Brown Bag discussion, 5/19 - Digital Accessibility
- UNC Future Leaders of UX Career Panel, 2/19 - Panelist
- TRLN Annual Meeting, 7/18 - TRLN Discovery Project Update
- Florida Library Webinars, 7/18 - Enhancing (and benefiting from) Your Libraries' Data in Google My Business
- edUi 2018, 10/18 - Google My Business: Enhancing (And Benefiting From) Your Buildings' Data in Google
- UXLibs (UK), 6/18 - Serving Diverse Users with Persona-Based Homepages
- UXLibs (UK), 6/18 - Virtually Representing Our Physical Spaces (poster)
- NCLA Biennial Conference, 10/19/17 – So Many Users, Not Enough Time: Large Scale Usability Testing Methods
- Florida Library Webinars, 9/17 - Writing Accessibly Online: Not Just the Law - Also a Good Idea
- TRLN Annual Meeting, 7/27/17 (upcoming) – TRLN Discovery: A Collaborative Software Development Project
- Florida Library Webinars, 2/1/17 – Basic Introduction to Google Tag Manager
- Florida Library Webinars, 11/9/16 – Working With ShortCodes in WordPress
- edUi 2016, 10/26/16 – Setting Your Style: Creating a Style Guide to Empower Your Organization
- Florida Library Webinars, 9/28/16 – Working With Media in WordPress
- TRLN Annual Meeting, 7/14/16 – Don't Call It Best Practices: Overhauling Google Analytics at UNC Libraries
- Florida Library Webinars, 4/20/16 – Free and Cheap Usability Testing Tools
- ASERL Webinar, 4/11/16 – Building an Academic Library Website in WordPress
- ASERL Webinar, 3/11/16 – Assess Your Website Cheaply or Free
- The Collective, 3/3/16 – Talking to Our Buildings – And Listening to What They Have to Say
- Florida Library Webinars, 1/6/16 – Building a Library Website in WordPress
- edUi 2015, 11/9/15 – Raising Your Puppy and Domesticating Your Website
- ARCL Choice Library Technology Essentials Webinar, 9/10/15 – WordPress for Libraries

- Triangle Research Libraries Network Annual Meeting, 7/15/15 – The User Experience – Not Just About the Website
- UNC Campus Webmasters, 6/15 – Optimal Workshop
- NCLA Technology and Trends Webinar, 4/22/15 – Assess Your Website With Free Usability Testing Tools
- ALA 2014 Annual Conference, 6/29/14 – Focusing on the Big Picture: Re-Imagining the Library Website
- Computers in Libraries, 4/7/14 – Rock Your Library's Content With WordPress
- Computers in Libraries, 4/7/14 – Re-Imagining the Library Website Experience
- LAUNC-CH Annual Conference, 3/10/14 – Semi-Automatic Chat: Speeding up reference questions in Pidgin
- North Carolina Library Association Biennial Conference, 10/17/13 – Web Design for Libraries
- North Carolina Library Association Biennial Conference, 10/15/13 – Taming the Hydra: A Strategic Approach to Maintaining Libguides
- Triangle Research Libraries Network, 7/22/13 – Lightning Talks Moderator
- NCLA Technology and Trends Webinar, 3/20/13 – Teach Yourself How to Program
- Pennsylvania Library Association Workshop, 9/21/12 – Goodbye Gutenberg? The Real Impact of Emerging Technologies on Libraries, Publishing and Patrons
- North Carolina Community College Learning Resources Association 2012 conference, 4/2/12 – Mobile Apps in Libraries: Past, Present, and Future
- Computers in Libraries 2012 conference, 3/21/12 – Learning with Gadget Collections! – Cybertour
- NCLA Biennial Conference, 10/5/11 – Looking Ahead: Assessing Science Libraries and Collections at the University of North Carolina at Chapel Hill (poster session)
- TRLN Annual Meeting, 7/25/11 – "Go go gadgets! Implementing a technology collection for staff use"
- Computers in Libraries 2011 conference, 3/21/11 – "Building an App-Like Experience" – Cybertour
- University of Illinois at Chicago, 12/7/10 – "Library in Your Pocket: Strategies for Developing Successful Mobile Services"
- Long Island Library Regional Council, 9/30/10 – "Building a Mobile Website, One Block at a Time"
- METRO Webinar, 7/16/10 – "Mobile Site Generation for Libraries"
- ALA 2010 Annual Conference, 6/26/10 – "Design Strategies for a Freeform Mobile Catalog: Building From Scratch" – panelist
- WILS Open Library Solutions Webinar, 4/14/10 – "Mobile Site Generator"

- TRLN staff development seminar, 3/30/10 – "An Introduction to eReaders"
- EDUCAUSE ELI Spring Focus Session, 3/3/10 – "Low Effort, High Impact Mobile Web Development"
- HandHeld Librarian 2, 2/18/10 – "One Block at a Time: Building a Mobile Site"
- LAUNC-CH event, 2/11/10 – Mobile Development Roundtable
- TRLN Annual Meeting, 7/24/09 – "Low Effort, High Impact Mobile Web Development"
- LAUNC-CH Annual Conference, 3/9/09 – "New Titles, Changing Workforce"
- UNC Games4Learning, 10/3/08 – "Alternate Reality Games and Education"
- ARGFest 2008, 8/19/08 – "ARGs and Education"
- ALA 2008 Annual Conference: Panelist, "If We Don't Call it Distance Learning, Does it Exist?"

TEACHING EXPERIENCE

FORMAL COURSES

- **INLS 992 – Masters' Paper Advisor – 2012-2014, 2016-2018, 2020, 2022.**
  - **Thirteen papers advised in total.**
  UNC Chapel Hill, School of Information & Library Science
- **INLS 461 – Information Tools – Fall 2012**
  UNC Chapel Hill, School of Information & Library Science
- **INLS 501 – Information Resources & Services – Fall 2011**
  UNC Chapel Hill, School of Information & Library Science
- **INLS 501 – Information Resources & Services – Fall 2010**
  UNC Chapel Hill, School of Information & Library Science

OTHER TEACHING EXPERIENCE

- **Bi-Annual Guest Lecture on Library Chat Services – 2010 – Present**
  INLS 501, UNC Chapel Hill, School of Information & Library Science
- **Field Experience Supervisor – Spring 2010, Fall 2016**
  UNC Chapel Hill, School of Information & Library Science
- **Guest Lectures & Instruction – November 2007 – Present**
  Occasional library instruction and guest speaking, approx. 5 classes per academic year.

GRANTS

- **Summer School Funding** to expand VR and 360 photography services in the Undergraduate Library, $18,059, 2018

- **UNC Libraries' Innovation Grant** to pilot 3D printing and scanning services in the Kenan Science Library Makerspace, $8,183.05, 2014

SERVICE

LIBRARY COMMITTEES

- CALA Steering Committee – 2022-2023
- Catalog Committee Chair, 2022 - Ongoing
- Finding Aid Public Interface Group – 2021 - Ongoing
- Digital Collections Strategy Committee – 2020 - Ongoing
- Librarian Ranking & Reappointment Review Committee – 2019-2020
- Content Strategy Librarian Search Committee Chair – 2019-2020
- OPAC Committee Chair – 2017-2020
- Intranet Steering Committee – 2018-2020
- Services Steering Committee – 2015-2019
- Library Technology Council – 2017-2018
- Assessment Librarian Search Committee – 2017
- Innovation and Service Design Librarian Search Committee – 2017-2018
- Entrepreneurship and Business and Innovation and Service Design Librarian Search Committee – 2017
- CALA Steering Committee – 2016 - 2017
- Summon 2.0 Implementation Group – 2014 - 2015
- Search Committee (Chair) – Instructional Technology Librarian, 2014 - 2015
- Search Committee - Nursing Liaison Librarian, 2014
- Library Intranet planning & steering group – 2013 - Ongoing
- Dream, Design, Build working group, Co-Chair, 2013-2015
- Search Committee – Research & Design Services Librarian, 2012
- Search Committee – E-Books and Specialized Acquisitions Librarian, 2012
- Summon Phase II, Member, 2012 – 2013
- Library Space Assessment sub-group, Member, 2012 – 2013
- UNC Libraries social media group, Member, 2011 – Ongoing
- Ebooks task force, Co-chair, 2011 – 2012
- eResources Group, Member, 2010 – Ongoing
- Access, Interfaces, and Outreach Committee, Member, 2010 - 2014
- UNC Libraries Public Computers Group, Member, 2009 – 2013
- Davis Library E-reference group, Member/Chair, 2008 – 2013
- Staff News Advisory Committee, Member, 2008 – 2013

- OPAC Committee, Member, 2008 - Ongoing
- Endeca User Interface Group, Member, 2008
- Davis Library Space Planning and Assessment, Member, 2007
- Reference Selectors, Member, 2007 – 2012
- Science Selectors, Member, 2010 – 2011
- Science libraries assessment group, 2010
- Web Services User Interface Group, Member, 2009 – 2010
- IT Council, Member, 2008 – 2010
- Search Committee – Public Service Librarian, NC Collection, 2007 – 2008

CAMPUS COMMITTEES

- ITS Mobile Application Workgroup, 2012 – 2013
- Campus ARG Planning Group, Member, 2009 – 2012

OTHER FORMS OF SERVICE TO THE LIBRARY OR UNIVERSITY

- Shelved books and scanned ILL documents in Davis Library to help ensure equitable on-site work arrangements - 2020-22
- Provided a VR Minigolf experience as part of the Undergraduate Library's Week of Welcome programming – 2017-2019
- Staffed the Libraries' table at the orientation fair, 2015-2016
- CALA Supervisor, 2014 - Ongoing
- Served as a Personal Librarian for transfer students in 2013, 2014, and 2015
- Worked with Dr. Karen Hagemann (History) to build systems supporting her GWOnline Bibliography of Gender, War, and the Western World since 1600, 2013-2014

SERVICE IN THE LOCAL COMMUNITY

- Supervised analysis and reorganization of Project Homestart shelter library, Spring 2009

OFFICES HELD IN OFF-CAMPUS PROFESSIONAL OR SCHOLARLY ASSOCIATIONS

- NCLA Technology & Trends Roundtable Chair, 2019 - 2021 (elected)
- NCLA Technology & Trends Roundtable Vice Chair, 2017 - 2019 (elected)
- Director of Student Members, Triangle User Experience Professionals Association, 2016 – 2017 (elected)
- Past President, LAUNC-CH, 2016 – 2017 (elected)

- President, LAUNC-CH, 2015 – 2016 (elected)
- Vice President / President Elect, LAUNC-CH, 2014 – 2015 (elected)
- Chair, LAUNC-CH Communications Committee, 2013-2014
- Co-Chair, LAUNC-CH Conference Planning Committee, 2012-2013
- Director, NCLA Technology and Trends Round Table, 2012 – 2015
- Treasurer, LAUNC-CH, 2010 – 2012 (elected)
- Co-Chair, LITA Distance Learning Interest Group, 2009 – 2011

COMMITTEE WORK IN OFF-CAMPUS PROFESSIONAL OR SCHOLARLY ASSOCIATIONS

- Triangle UXPA, UX Y'all Conference Logistics Team Lead, 2021-2022
- TRLN Discovery Project Team, Product Owner, 2016 – Ongoing
- ASERL New Metrics, Member, 2016 – Ongoing
- TRLN Services Council, Member, 2016-2019
- NCKnows Advisory Group, Member, State Library of NC, 2016-2017
- LAUNC-CH Nominating Committee, Chair, 2015
- TRLN staff enrichment series planning committee, Member, 2010 – 2016
- LAUNC-CH Publications Committee, Member, 2012 – 2013

PROFESSIONAL HONORS

- [Battledecks Champion](#) at the Designing for Digital & Electronic Resources and Libraries conferences – 3/2019
- UNC Libraries Spotlight Staff Award for training & migrating staff to OneDrive – 9/2015
- Nominated: UNC School of Information and Library Science Outstanding Teacher Award for Adjunct Faculty – 3/2011
- Library Journal Mover & Shaker Award, 3/2011
    - Award revoked at my request in 2020, in protest of Library Journal's selection of the 2020 Library of the Year Award.
- UNC Libraries Spotlight Staff Award for creating the UNC Libraries mobile website, 1/2010

MEMBERSHIPS IN PROFESSIONAL AND SCHOLARLY ASSOCIATIONS

- Triangle User Experience Professionals Association, 2015 – Ongoing
- Library Association of UNC-Chapel Hill (LAUNC-CH), 2009 - Ongoing
- North Carolina Library Association, 2008 – Ongoing

- Library Information Technology Association – 2005 – 2012
- American Library Association – 2004 – 2012

CONFERENCES ATTENDED

- UX Y'all 2022 (upcoming) - Raleigh, NC
- LAUNC-CH Conference 2022 - Online
- TRLN Annual Meeting 2021 - Online
- LAUNC-CH Conference 2021 - Online
- Designing for Digital 2021 - Online
- NCLA Conference 2021 - Online
- UX Y'all 2021 - Online
- TRLN Annual Meeting - 2020 - Online
- LAUNC-CH Conference - 2020 - Chapel Hill, NC
- UX Y'all 2020 - Durham, NC
- NCLA Conference 2019 - Winston Salem, NC
- UX Leaders of Libraries 2019 - Raleigh, NC
- LAUNC-CH Conference 2019 - Chapel Hill, NC
- Code4LibSE 2019 - Raleigh, NC
- UX Y'all 2019 - Durham, NC
- Carolina Technology Consultants Annual Retreat 2019 - Chapel Hill, NC
- TRLN Annual Meeting 2019 - Chapel Hill, NC
- UX Y'all 2019 - Durham, NC
- UXLibs Conference 2018 - Sheffield, UK
- LAUNC-CH Conference 2018 - Chapel Hill, NC
- CTC Retreat 2018 - Chapel Hill, NC
- TRLN Annual Meeting 2018 - Chapel Hill, NC
- edUi 2018 - Charlottesville, VA
- UX Y'all 2018 - Durham, NC
- TRLN Annual Meeting 2017 - Raleigh, NC
- edUi 2017 - Charlottesville, NCGoogle I/O Extended 2017 – Chapel Hill, NC
- Library Assessment Conference 2016 – Washington, DC
- Carolina Technology Consultants Annual Retreat 2016 – Chapel Hill, NC
- edUi 2016 – Charlottesville, VA
- TRLN Annual Meeting 2016 – Chapel Hill, NC
- Game UX Summit 2016 – Durham, NC
- The Library Collective 2016 – Knoxville, TN

- Google I/O Extended 2016 – Chapel Hill, NC
- LAUNC-CH 2016 Annual Conference – Chapel Hill, NC
- edUi 2015 – Charlottesville, VA
- NCLA 2015 Conference – Greensboro, NC
- TRLN Annual Meeting 2015 – Chapel Hill, NC
- Google I/O Extended 2015 – Chapel Hill, NC
- LAUNC-CH 2015 Annual Conference – Chapel Hill, NC
- edUi 2014 – Charlottesville, VA
- Hopscotch Design Festival 2014 – Raleigh, NC
- Carolina Technology Consultants Annual Retreat 2014 – Chapel Hill, NC
- TRLN Annual Meeting 2014 – Chapel Hill, NC
- ALA 2014 Annual Conference – Las Vegas, NV
- Computers in Libraries 2014 – Washington, DC
- LAUNC-CH 2014 Annual Conference – Chapel Hill, NC
- edUi 2013 – Charlottesville, VA
- Carolina Technology Consultants Annual Retreat 2013 – Chapel Hill, NC
- NCLA 2013 Conference – Winston-Salem, NC
- TRLN Annual Meeting 2013 – Chapel Hill, NC
- LAUNC-CH 2013 Annual Conference – Chapel Hill, NC
- North Carolina Community College Learning Resources Association Conference 2012 – Asheville, NC
- edUi 2012 – Charlottesville, VA
- Carolina Technology Consultants Annual Retreat 2012 – Chapel Hill, NC
- TRLN Annual Meeting 2012 – Chapel Hill, NC
- Computers in Libraries 2012 – Washington, DC
- LAUNC-CH 2012 Annual Conference – Chapel Hill, NC
- NCLA 2011 Conference – Hickory, NC
- TRLN Annual Meeting 2011 – Chapel Hill, NC
- ALA 2011 Annual Conference – New Orleans, LA
- LAUNC-CH 2011 Annual Conference – Chapel Hill, NC
- Computers in Libraries 2011 – Washington, DC
- ALA 2011 Midwinter Meeting – San Diego, CA
- TRLN Annual Meeting 2010 – Chapel Hill, NC
- ALA 2010 Annual Conference – Washington, DC
- LAUNC-CH 2010 Annual Conference – Chapel Hill, NC
- ALA 2010 Midwinter Meeting – Boston, MA
- ALA 2009 Annual Conference – Chicago, IL

- LAUNC-CH 2009 Annual Conference – Chapel Hill, NC
- ALA 2008 Annual Conference – Anaheim, CA
- Computers in Libraries 2008 – Washington, DC
- ALA 2007 Annual Conference – Washington, DC
- Computers in Libraries 2007 – Washington, DC
- ALA 2006 Annual Conference – New Orleans, LA
- Computers in Libraries 2006 – Washington, DC
- ALA 2005 Annual Conference – Chicago, IL
- Computers in Libraries 2005 – Washington, DC