⭐ **Andy Waldrop** | UX & Product Design Leader • andywaldrop.com • awaldrop@gmail.com • 617 910 8299

Objective | Alchemist

Experience |

Head of Product Design / Product Management • Renoviso
2017 – 2019

Own experience design for 2 different business models, across 5 distinct products, each with a unique user base. Manage small internal team and external freelancers from concept to completion and iteration for multiple features. Mentoring team on experience design fundamentals, research methodology, design process, and project management. Evangelize design thinking cross-functionally, creating and running design sprint exercises. Establish qualitative & quantitative testing methods, reporting on usage data. Set monthly and quarterly goals with the CEO & VP of Engineering, prioritizing roadmap against goals. QA testing across products.

Lead UX Designer / Manager • Carbonite
2015 – 2017

Responsible for UX design, oversaw a 6 member design team, supporting multiple product lines, and over a dozen scrum teams. Redefined process between the UX, product, and engineering teams, ensuring all projects were created efficiently with the proper teams involved at the correct touch points. Created documentation for project alignment, so all stakeholders have visibility into scope and direction from an early stage. Defined the foundation of a brand style guide across multiple product lines. Partnered with UX research & product teams to divide workload and prioritize road map. Coached and mentored team members, setting standards around UX deliverables, organizing design studios, sprints, reviews, and team building exercises.

UX Designer • edX
2014 – 2015

UX/UI Lead for mobile, analytics & eCommerce products of edX.org. Partnered with product owner to develop strategic direction, define experience, UI design and iteration of all new features. Created and managed a user testing program of 1500+ member pool. Quickly able to obtain qualitative data for new projects and site improvements, analyzed findings to determine impact and scope for product definition.

Senior UX Designer • TripAdvisor
2011 – 2014

Creative lead for TripAdvisor Flights, offering competitive analysis, strategy, experience design, UI design, across all digital touch points: app, mobile-web, tablet-web and desktop. Worked alongside usability team to ensure all features improve experience, increase traffic and generate revenue.

UX Designer • The Martin Agency
2010 – 2011

Developed a curriculum and tutored creative department on proper digital techniques and guidelines.

Lead Interactive Designer / Information Architect • mediumbold
2009 – 2010

Small interactive agency, designing digital experiences and brand identity from strategy to final product.

Junior Interactive Art Director • Mullen
2007 – 2009

Traditional advertising agency, produced interactive deliverables for multiple clients.

Designer & Copywriter • Local Creative
2005 – 2006

First hire, helped build the company into a full agency, employing five staff over the course of one year.

Freelance UX & Consulting
2004 +

I've managed, mentored, strategized, branded, organized, consulted, collaborated, researched, prototyped, tested, designed, written, and iterated. (While juggling... Thank you for reading this far.)

Education |

Situational Leadership • Intelligent.ly
2016

Immersive leadership program, focusing on competency, goals, and personality.

Bachelor of Fine Arts • Colorado State University
2002 – 2005

Major in Graphic Design and Drawing; Minor in Theatre, Acting, and Directing. • Cum Laude

Featured Clients | BFGoodrich, BU, GM, Kraft, Manpower, MIT Sloan, Panera Bread, Pizza Hut, Staples, State Street Global Advisors

Interests | Guitar building, woodworking, biking, hiking, camping, skiing, and generally being a dad.