

# ANDREA PERRY

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## SUMMARY

A highly disciplined, strategic, and empathetic UX designer with experience facilitating customer engagements, spearheading UX efforts for a variety of customers, and providing design guidance.

## SPECIALIZING

- » **Strong systems thinker** – Understand how systems work over time and within the context of larger systems.
- » **User focused** – Give extensive attention to the the needs, wants, and limitations of users.
- » **Strategic** – Apply a deep understanding of design thinking with proven experience in aligning it to real business challenges.

## WORK HISTORY

October 2017 – Present

**GE Digital** - San Ramon, CA

*Staff UX Interaction Designer*

- » Lead data visualization and data grid advanced filtering design with an organized agile approach.
- » Facilitate key design workshop sessions in clarifying goals and synthesizing findings.
- » Develop new guidelines for the Cirrus design system to help drive quality and consistency of GE experiences.
- » Manage and lead the collaboration of colleagues by evangelizing the use of design thinking techniques.
- » Mentor junior designers by advising foundational techniques for visual design, sharing my career experience, and providing constructive critique.
- » Volunteered and led activities for the #CodeLikeAGirl event.

January 2016 – September 2017

**GE Digital** - San Ramon, CA

*Senior Software Visual Designer*

- » Facilitated 6 workouts for 5 customers. This included leading engagements with business stakeholders, SMEs, and product owners to frame problems and prioritize project steps.
- » Redesigned Pitney Bowes Operations Optimization to follow the concurrent Predix-based design system and help unify the Predix product portfolio.
- » Interviewed multiple PB customers by preparing scripts, visuals and direction for team members, and then quickly turned research into design direction.
- » Mentored & led junior designers on the EVUX team.
- » Led and organized group critiques to collaborate with other team members and to collect feedback to improve and share current work.
- » Fostered effective cross-functional teamwork by building relationships with other designers on various product teams, developers, data scientists, product managers, international foundry members, and the sales team.

October 2014 – April 2015

**Charles Schwab** - San Francisco, CA

*Visual Experience Design Lead (Freelance)*

- » Launched Schwab Intelligent Portfolios, an industry-breakthrough product that offers an automated investment “robo-advisor” service.
- » Led the visual design extension for responsive web and native apps.
- » Articulated and defended design ideas persuasively and concisely to members of the project team including developers, product managers, and business owners.
- » Created visual design specifications and documentation that provided detailed instructions for distributed engineering teams regarding typography, spacing, color.

- July 2014 – October 2014 **GreatSchools** - Oakland, CA  
*Visual Experience Design Lead (Freelance)*  
» Organized and led brand strategy workshops with internal stakeholders.  
» Designed multiple concept variations of web patterns and components to explore how different treatments meet the GreatKids/GreatSchools brand and experience goals.
- November 2013 – July 2014 **ArcTouch** - San Francisco, CA  
*Creative Director + Visual Experience Design Lead (Freelance)*  
» Defined the service experience and product strategy for an “Uber for stylists” MVP mobile app.  
» Led workshops, meetings, and collaborative design sessions; created service design maps; wrote scripts for and conducted user testing; developed visual language and interaction concepts; executed high-definition screen comps; delivered design guidance to engineers for Xamarin development.  
» Created and owned a Keynote document to facilitate a collective understanding of business and user experience benefits for stakeholders.
- July 2012 – January 2013 **INQ Mobile** - San Francisco, CA  
*Creative Director & Visual Experience Design Lead (Freelance)*  
» Collaborated with the entire company to create personas, define design principles, craft a product definition, and sketch possible product design solutions.  
» Developed multiple design concepts, refined to produce an engaging design, and user tested.  
» Worked in sprints with the team to create a working Android prototype.
- November 2011 – December 2015 **Sequence** - San Francisco, CA  
*Creative Director + Visual Experience Design Lead (Freelance)*  
» Led visual design projects for BestBuy and Intuit from concept to completion in a fast-paced, iterative environment.  
» Synthesized input from multiple stakeholders and advised on next steps.  
» Communicated conceptual ideas and design rationale to clients.  
» Managed and provided creative direction to a team of designers in regular design standups and reviews.
- August 2011 – November 2011 **Cisco Systems** - San Francisco Bay Area, CA  
*Visual Experience Design Lead (Freelance)*  
» Led the Android design team by identifying and prioritizing custom versus native components and patterns while balancing graceful degradation.  
» Extended Cisco’s new visual design system to align and scale across different platforms, languages, and media.
- August 2010 – November 2010 **Hot Studio** - San Francisco, CA  
*Visual Experience Designer Lead (Freelance)*  
» Developed visual language and brand identity systems that explored multiple solution approaches to brand and experience values.  
» Designed and implemented visual design system standards for Salesforce and Games, a division of the Game Show Network.
- January 2010 – July 2011 **Punchcut** - San Francisco, CA  
*Visual Experience Designer (Freelance)*  
» Explored and developed visual language studies that explore multiple approaches to the overall aesthetic of products and projects such as Google TV, Motorola Atrix, Motorola Concept Mapping Sketches, VMware vFabric App Director Style guide, MyMag+ iPad app, and ISIS Wallet.
- June 2004 – July 2009 **SALT Branding** - San Francisco, CA  
*Senior Graphic Designer*  
» Led strategic design projects and created distinct visual language solutions for leading world-class brands, including Microsoft, Polycom, Disney.

July 2002 – May 2004 **TrueBrand** - San Francisco, CA

*Graphic Designer*

» Developed livery and corporate identity schematic designs and refinements for Northwest Airlines, Thai Airways, and MidAtlantic Airways (US Airways).

May 1999 – June 2002 **Digital Drive (A division of Interpublic Group)** - San Francisco, CA

*Art Director*

» Designed site architecture, design and implementation of websites for Lufthansa, San Francisco International Airport, Hewlett Packard (Agilent Technologies), and Vericor.

» Collaborated closely with developers to establish initial technical specifications.

September 1998 – April 1999 **Addison Design Company** - San Francisco, CA

*Graphic Designer*

» Designed collaboratively and independently on various brand identity, brand environments, and interactive media projects.

» Clients included Chevron, AAA, California Power Exchange, Carolina Power & Light, U.S. Cellular, and Dominos.

## **INTERNSHIPS**

**Luxon Carrá** - San Francisco, CA

*Graphic Design Intern*

**Cloud Gehshan Associates** - Philadelphia, PA

*Graphic Design Intern*

**David Carter Design Associates** - Dallas, TX

*Graphic Design Intern*

**Deskey** - Cincinnati Area, OH

*Graphic Design Intern*

## **EDUCATION**

**University of Cincinnati**

BS, Graphic Design

College of Design, Architecture, Art & Planning