

Andrew West

📧 work.andrewowest.com ✉️ andrew@andrewowest.com 📞 7738289249

Recent Experience

2008 – present

Designer and UX Consultant, *Self-Employed*

With a focus on data-driven design, responsibilities include client acquisition, requirements gathering, user research, UX/UI design, product strategy, and design direction.

- Provided services for clients ranging from Fortune 500s like Discover and P&G to West Point's Combating Terrorism Center to start-ups like AI-powered design agency, B12.
- Maintained a reputation for excellence, resulting in ongoing client engagements and referrals in a competitive freelance market for 15+ years.

2022 – 2023

Product Owner and UX Lead, *Davison Dietsch + McCarthy*

Leading a 4-6 person team, oversaw entire interactive project lifecycles from proposal to launch, developed roadmaps and scope documents, conducted research to inform and validate design decisions, designed wireframes and prototypes, and served as client/developer liaison before company-wide downsizing.

- Oversaw the launch of updates to OptaBlate, a novel surgical tool by Stryker used in the treatment of metastatic spinal tumors.
- Developed successful proposals for six and seven-figure contracts, including work for Stryker, Human Active Technology, and Red Cedar Investment Management.

2022

Senior UX Consultant, *ClinEco, Cambridge Innovation Institute*

Working directly under the Senior VP of Strategy and Product Development, led user research and usability testing, information architecture, and wireframing for the redesign of a clinical research ecosystem.

- Conducted UX audit, including heuristic evaluation, moderated usability testing, and eye tracking study, synthesized findings, and presented to stakeholders, successfully pitching a redesign.
- Improved user flow and produced wireframes that achieved a 150% success rate increase in testing.
- Established a sustainable user research and testing process for the internal team going forward.

Additional Experience

- 2020 – 2022 **Design Educator, *Thinkful***
Coached students through a full-time user experience design bootcamp, working in both group classes of 20-30 students and one-on-one mentoring.
- 2019 – 2022 **Partner and Principal Designer, *Anagama***
Managed a 3-person team along with a roster of freelancers, served as lead designer, and acted as primary client contact for a small web agency.
- 2016 – 2019 **Lead Instructor, *Designlab***
Helped develop and lead intermediate and advanced online courses focused on design and user research.
- 2014 – 2016 **UX Designer, *Nordic Strategy Lab***
Worked in interaction design, user research, and usability testing for a strategy and design firm with clients primarily in higher education and government.
- 2014 **Information Architect, *Harmony Program, Combating Terrorism Center***
Developed information architecture and taxonomy for the Combating Terrorism Center's research database of declassified al-Qa'ida-related documents.
- 2013 – 2014 **QA Lead and Frontend Developer, *Cubicle Ninjas***
Developed and oversaw QA and device testing workflow, debugged client-side code, and solved cross-device layout issues for an interactive agency.

Organizations

AIGA

Interaction Design Association

Education

Purdue University, *Bioinformatics*

Indiana University, *Fine Art, Graphic Design Concentration*

Skills

- Client Relations
- Information Architecture
- Product and Design Management
- User Experience (UX) Design
- User Interface (UI) Design
- User Research
- Visual Design

Professional Development

Consumer Research and Behavior, *IE Business School*

Qualitative Research, *University of California, Davis*

Quantitative Research, *University of California, Davis*

Leveraging Design to Identify Business Opportunities, *Parsons School of Design*