



# Andrew Woods

## Senior UX Product Designer

### Human centred design

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#### ■ About me

I'm a UX Designer who takes a human-centered approach to problem-solving. User experience design is about understanding who your customer is, how they think, and their behaviours, then enhancing user satisfaction by improving the usability, accessibility, and their pleasure.

I'm continually leading, learning, upskilling, and being inspired by the people within this effervescent industry, staying up-to-date across the latest digital trends. I have a range of skills, from research and strategy to UX design, motion animation, and development.

Within every job, I aim to create a reliable, professional, and positive working relationship with my colleagues and clients, always thinking outside the box to listen, looking forward to the next challenge.

#### ■ Skills

##### Leadership

Studio management  
Stakeholder UX management  
Recruitment  
Leadership, up-skilling & mentoring

##### Tools

Pencil & paper  
Sketcha  
Adobe Xd  
Invision & Craft  
Whimsical  
Zeplin  
Miro (Collaboration)  
Adobe Creative Cloud  
Principle  
Abstract  
Optimal Workshop  
Figma  
Cloud Storage  
Jira

##### Skills

Cross-collaborative Lean UX  
Human centred design  
User empathy  
Workshops and card sorting  
User testing and visitor recording  
heatmapping  
Funnelling // conversion rates  
Data driven design (metrics & analytics)  
IA & hierarchy  
UX & UI design  
Native app design  
Wireframes & Prototyping  
Digital design systems  
Pattern libraries & Style guides  
User flows & User stories  
Interaction and motion design  
Storytelling and presentation skills  
Strategy and Product vision  
Content terminology, tone and voice  
HTML5 and CSS



## ■ May 2019 - Present

### Accedo | Senior UX Designer

- Product UX design lead across platforms and products (iOS, Android, ATV, Chromecast, Web and BC)
- Collaborating and developing relationships with stakeholders, developers and project managers
- Syncing UX objectives with business goals while evaluating time and budget
- Working autonomously and remotely.
- Using initiative to discover and brainstorm ideology sessions to develop products
- UX design process, research & workshops and strategy
- Interaction and motion design
- Taking a human Human-centred design approach to defining user objectives and problems
- Experience in building design systems, pattern libraries, and style guides
- Mentoring, onboarding and upskilling Junior UX designers
- Understanding of HTML, CSS and Javascript and development hand-off and collaboration.
- Sketching, user flows, workshops, journey mapping, rapid prototyping, user testing & wireframes. Sketch, Invision, Abstract, whimsical, Xd, Principle, Optimal Workshop, Usability Hub, Figma and more. all about adopting the right tool to solve the problem
- Always upskilling and learning present trends

## ■ March 2018 - April 2019

### Pushpay Ltd | Senior UX Product Designer

- Working in an agile Influential UX collaborative environment
- Design lead roadmaps, framework, strategy and vision
- Lean UX approach
- UX / UI product design (double diamond approach)
- Digital design systems (DSM)
- User-testing (Research, test, beta and live)
- Workshops & card sorting exercises
- Full UX product audit
- Peer to peer reviews
- Public speaking (Toastmasters)
- Content, tone and voice
- Stakeholder reports and presentations



■ **November 2015 - February 2018**

**AirNZ | Senior UX Designer | Contractor**

- Worked across 30 plus projects
- Running presentations and workshops to stakeholders
- Cross-collaborative process (prototyping, development and testing)
- User research & user testing (Workshops, card sorting)
- UX & UI design
- Interaction design
- Holistic digital process (mobile first)
- Content strategy, IA and Hierarchy
- Product research and ideation workshops

■ **April 2015 - Oct 2015**

**TVNZ | Blacksand | Senior UX Designer**

- I was responsible for my own workload
- Presented and lead workshops to strategise with clients
- User testing (Protoyping)
- UX & UI design (aligning customer and business objectives)
- Sitemaps, wireframes and user flows
- Advertising Campaigns

■ **January 2012 - April 2015**

**Young & Shand | Lead UX Designer**

- I was responsible for the design department
- Lead collaboration and digital processes
- Team culture & recruitment
- Native app, UX & UI design
- Sitemap, wireframes and user flows
- HTML5 & CSS3
- Quoting, time-frames & budgeting

■ **May 2010 - February 2011**

**Harveys & LJHooker National Office | Communications Designer**

My primary role was to manage the visual identity of LJHooker Ltd and Harveys Ltd.

- Website design management
- NZH Harveys publication & Sales resource material
- Business cards, brochures, letterheads and flyers
- Signage design (billboards)



#### ■ July 2008 - May 2010

##### APN | The New Zealand Herald | Graphic Designer

- Retail advertising for national & regional newspapers
- Special publications (Ideation to pre-press)
- Business marketing (in-house flyer's, collateral, email and print invitations)
- Flash advertising for the Herald Online

#### ■ April 2008 - July 2008

##### Foster Group Ltd | Lead Graphic Designer | Contractor

As the sole lead designer, I was responsible for designing flyers, invites, promotional advertising and menus for Foster's clients. My skills were spread across print, time, management, budget, resources, quotes and quality control.

#### ■ March 2007 - July 2008

##### Avanti bikes | Graphic Designer

I worked on a varied volume of design work for Avanti:

- Catalogue design (ABD & Specialized 08)
- Advertising
- Bike decal artwork
- Signage design: Shop, vehicles, packaging & clothing tags
- Logo design
- Billboards & poster design
- Flash advertising

I did a vast amount of work for 20 Avanti stores nationwide, including a photography shoot for Zero and Avanti products as part of catalogue design

#### ■ Awards

TVNZ - Social Media Campaign - The Walking Dead - 2014

APN Advert of the month - July 2009

#### ■ Education

2018	Speechcraft (Toastmasters)
2011	Diploma in Digital Media - Media Design School, Auckland
2009	Night Classes in Flash, After Effects
2006	Diploma in Graphic Design - Media Design School, Auckland
2000	BSc (hons) in Music Technology Staffordshire University