



Andrew Woods

Senior UX Product Designer

Human centred design

andyman139@gmail.com | 0212 407 520

■ About me

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

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 that cover research to development collaboration and UX design.

With every job, I've created a reliable, professional and working relationship with my colleagues and clients, always looking forward to the next challenge.

■ Skills

Leadership

Studio management
Budget, resources & timings
Recruitment
Mentoring

Tools

Sketch
Invision / Craft
Moqups, Atomic
Zeplin, Inspect (Invision)
Adobe Creative Cloud
Flinto
Abstract
Optimal Workshop
Google Drive, Dropbox
Monday.com, Slack & Confluence
Font management

Skills

Cross-collaboration
User empathy
Logic and reasoning skills
Storytelling and presentation skills
Human centred design
Framework, strategy and product vision
Lean UX
UX / UI design
Interaction design
Responsive (mobile first)
Prototyping (Rapid > HF)
Sitemapping, userflow and journey mapping
User research (workshop, card sorting)
User testing
IA and hierarchy
Data, metrics and analytics
Content, tone and voice
Code (HTML5, CSS and JS)



■ March 2018 - Present

Pushpay Ltd | Senior UX Product Designer

- Working in an Influential UX collaborative environment
- Design lead roadmaps, framework and vision
- Lean UX approach
- Full feature UX product design (double diamond approach)
- Digital design systems (DSM)
- Interaction, UX & UI design
- Agile team workspace
- User-testing (Task, beta and live)
- Full UX product audit
- Peer to peer reviews
- Public speaking (Toastmasters)
- Content, tone and voice
- Reports and presentations

■ November 2015 - February 2018

Air NZ | Senior UX Designer | Contractor

- Worked across 30 plus projects
- Running presentations and workshops to stakeholders
- Cross-collaborative process (prototyping, development and testing)
- User research and user testing (Workshops, card sorting)
- Prototyping (rapid to high fidelity)
- 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
- Cross-collaborative environment
- Presented and lead workshops to strategise with clients
- Research and UX testing
- UX & UI design (aligning customer and business objectives)
- Sitemaps, wireframes and user flows
- Advertising Campaigns & Social media design
- A strong understanding of HTML5, CSS3 & JS

■ January 2012 - April 2015

Young & Shand | Lead UX Designer

- I was responsible for the design department
- Prioritising and allocating work
- Collaboration and digital processes
- Team culture & recruitment
- Application, UX & UI design
- Social media design
- Sitemap, wireframes and user flows
- Measuring success and challenging the norm
- A strong understanding HTML5, CSS3, jquery & WP
- File management (Admin)
- Quoting, time-frames & budgeting
- Outsourcing & managing of equipment

■ 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)
- Social media design strategy
- Build brand guidelines
- Email design

■ July 2008 - May 2010

APN | The New Zealand Herald | Graphic Designer

I've developed a strong understanding of print media.

My role includes:

- 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

The job provided me with pre-press knowledge, colour correction, setting outputs and ink limits. Worked to tight deadlines, efficient time management. Active collaboration with representatives and clients from beginning to delivery.



■ April 2008 - July 2008

Foster Group Ltd | Lead Graphic Designer | Contractor

As the sole lead designer, I was responsible for producing flyers, invites, promotional advertising and menus for Foster's clients. My responsibilities were spread across print design, time, print management, budget, resources, quotes and quality control. I advised the marketing on branding.

■ March 2007 - July 2008

Sheppard Industries, Avanti, Specialized | Graphic Designer

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

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

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

■ Companies

<http://freelancedirectory.co.nz>

<http://rentmygear.co.nz>

■ 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
1998 – 2000	BSc (hons) in Music Technology Staffordshire University