



# Andrew Woods

## Senior UX Designer

Making digital easy.

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### ■ About me

I'm passionate about creating delightful UX. Using a design lead approach to problem solving. Asking the right questions like, 'are you solving the right problem?' to understanding how your customers think, talk and behave.

I love making complicated simple, there's the challenge.

I'm constantly learning and being inspired by this effervescent industry. Staying across the latest digital trends, understanding the requirements for developers, clients and the users

With every job I have created a strong and professional working relationships with my work colleagues and clients.

### ■ Skills | Applications

#### Leadership

Studio management  
Proworkflow, budget & timings  
Training and hiring

#### Tools

Adobe creative cloud  
Sketch app  
Zeplin  
Flinto and Principle  
Abstract  
Cloud solutions, dropbox  
Comms apps (Yammer, Slack, Evernote)  
Sublime text / Code  
Invision and proto.io  
Font management solutions

#### Digital

UX design approach and strategy

Rapid Prototyping

Responsive (mobile first)

Application design

UI design

Logo & icon design

User research

User testing (A-B, heatmapping)

Sitemap & wireframes

Information architecture

Content strategy

#### Other

email newsletters & inkbrush  
HTML5, CSS3, JQuery, Wordpress  
Motion graphics & video editing  
Print & pre-press  
Photography



#### ■ November 2015 - Present

##### Air NZ | Senior UX Designer

- I am responsible for a wide variety of UX projects.
- Presenting work to stakeholders
- Strong team and client relations
- Cross collaborative process (prototyping, development, BA and testing)
- User research and user testing
- Rapid prototyping, UX & UI design
- Holistic digital process (mobile first).
- Prototyping and real-time testing
- A strong understanding of development
- Content strategy, Information Architecture
- Product research, solution implementation

#### ■ April 2015 - Oct 2015

##### TVNZ | Blacksand | Senior UX Designer

- I was responsible for my own workload
- Cross-collaboration (development, creative and marketing)
- Client facing & presentations
- UX & UI design (from a business and user perspective)
- Digital design & process (mobile first).
- Sitemap & wireframe (uxpin & balsmiq)
- Understanding the digital Process
- Finding new innovative ways to design, prototype and communicate ideas.
- Advertising Campaigns & Social design
- A strong understanding of HTML5, CSS3, jquery

#### ■ January 2012 - April 2015

##### Young&Shand | Digital Design Manager

- I am responsible for the day to day running of the design department
- Application, UX and digital design (responsive)
- Strong understanding of digital processes
- Management, delegating and hiring
- Designing and understanding Social
- Budgeting & managing studio equipment
- Sitemap and wireframes (uxpin & balsmiq)
- Finding new innovative ways to design, prototype and communicate ideas
- A strong understanding HTML5, CSS3, jquery & WP
- File management
- Quoting, budgeting and time-frames



#### ■ May 2010 - February 2011

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

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

Websites management.

- NZH Harveys publication
- Letterheads
- Redesigning sales resource material
- Sign-age; billboards; branch design
- Administered Harveys facebook page
- Email signatures
- Brand guidelines
- Business cards
- EDM advertising

#### ■ July 2008 - May 2010

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

I've developed a strong understanding of publishing and print media.

My role included producing:

- Retail advertising for regional newspapers and supplements
- Special publications from idea's to print
- Business marketing (in-house flyer's, collateral, email and print invitations)
- Flash banners & animation for the Herald Online

The job provided me with pre-press knowledge including colour correction and setting output and ink limits.

Work was completed to tight deadlines requiring efficient time management.

The job also required communicating with reps and clients from inception to delivery.

#### ■ April 2008 - July 2008

##### Foster Group Ltd | Contract | Graphic Designer

As sole in-house designer, I was responsible for producing flyers, invites, promotional advertising and menus for Fosters clients.

Print management, price checking, quotes and quality control and provided advice to the marketing department on branding direction for collateral, flyers and invites. I learnt product branding in a very short space of time.



## ■ March 2007 - July 2008

### Sheppard Industries, Avanti, Specialized | Graphic Designer

I completed a vast and varied amount of design work for Avanti including:

- Catalogue design (ABD & Specialized 08)
- Advertising
- Bike artwork (decal design)
- Signage (shop, vehicles)
- Packaging & clothing tags
- Logo design
- Billboards
- Posters
- Flash banners

I gained proficiency in graphic decals and pre-press as well as completing vehicle graphics for the Specialized and shop design for 20 Avanti stores nationwide.

I developed a strong understanding of file management and photographed Zero and Avanti products as part of catalogue design.

## ■ Side Projects

<http://freelancedirectory.co.nz>

<http://mymuso.co>

<http://woodsreview.tumblr.com>

<https://www.facebook.com/andrewwoodsphotography>

## ■ Awards

TVNZ - Social Media Campaign - The Walking Dead - 2014

APN Advert of the month - July 2009

## ■ Education

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 - 2/2
1996 - 1998	Higher National Diploma in Popular Music, Stoke on Trent - Merit
1994 - 1996	Diploma in Performing Arts Amersham College - Merit