

# Andrea Nelson

User Experience Designer & Leader

(415) 595-5878 | sayhello@andreanelson.com

<http://andreanelson.com>

## PROFILE

- Thirteen years' experience as an Experience Design leader, creator & consultant
- Specialized in crafting brand-rich, digital interactives for large-scale installations, exhibits, and products including gestural, multi-touch, and voice-command experiences
- Proven success in inspiring a culture of innovation to deliver engaging experiences that delight audiences, drive business growth & celebrate brands
- Impeccably detailed presenter delivering clear, thoughtful, & comprehensive design vision
- Enthusiastic & dedicated leader skilled in directing & mentoring a multi-disciplinary team towards career growth, design leadership, and employee retention

## EXPERIENCE

### Owner, Creative Director & Experience Designer

2008 – Present

#### CRESCENDO STUDIO, LLC

SAN FRANCISCO

Partner with clients, agencies, and fellow product teammates as part of embedded, cross-functional design & development teams: create experience design for brand-rich mobile, web, and multi-user, multi-touch projects.

- Create comprehensive wireframes, site maps, prototypes, & workflows to provide detailed documentation of the intended interaction design to be built
- Produce pixel-perfect visual design, color comps, and assets that celebrate each brand
- Conduct qualitative user research and analysis to define consumer needs, motivations & behaviors that directly inform product definition & requirements
- Develop trusted partnerships with teams & clients as a representative of my colleagues and a champion of our work throughout client pitches, presentations, and reviews
- Designed an award-winning multi-user, multi-touch concierge application for Microsoft Surface

### Design Director

February 2017 – March 2018

#### STIMULANT

SAN FRANCISCO

Designer & Director responsible for the creation of interactive, immersive, large-scale installations that blend user collaboration, architectural environments, and emerging technologies combined with digital storytelling. Report to the Managing Director.

- Design multi-touch, multi-user interactive interfaces using touch screens, voice and gesture input, and sensor-driven platforms
- Craft compelling narratives that utilize digital storytelling to invite interaction
- Lead & mentor a multi-disciplinary, contract-based team spanning interaction & visual design, 3D, motion graphics, sound design, industrial & exhibit design, content, & research
- Partner with all roles in the company across the project lifecycle from sales pitch to installation
- Build successful, trustworthy partnerships with every client as a voice of authority & leadership
- Direct the discovery and definition of early stage conceptual design, leading charrettes and brainstorming; create presentations to sell the concept into full design development
- Collaborate closely with internal team to deliver best-of-class work built on time & in budget
- Launch User Research practice that increased the capabilities and offerings of Stimulant

### Director of User Experience Design

March 2015 – May 2016

#### Senior Manager of User Experience, Business Services

June 2014 – March 2015

#### ZILLOW GROUP

SAN FRANCISCO

Lead a team of seven UX managers and 24 individuals across three offices, spanning User Experience, Visual Design, Research, UX Engineering, and Brand Marketing. Served as a member of the Trulia executive leadership team. Reported to the President of Trulia.

- Championed innovation throughout rapid, successful launches in 2015 including an Android Best of 2015 Trulia App, an iOS Top New App for Trulia Mortgage & a full site-wide redesign
- Hired quickly & effectively to rebuild the UX team following acquisition by Zillow Group

## CLIENTS

- Google
- Intel
- Microsoft
- Honeywell
- The North Face
- Urban Decay
- The Hetta Group
- Samsung
- Deloitte
- General Motors
- Amazon
- Brooks Running
- Calvin Klein
- Live Area Labs

## AWARDS & ACCOMPLISHMENTS

### Trulia

- iOS App Store, Featured Top New App, February 2016, Trulia Mortgage App
- Google Play Store Best Apps of 2015, Trulia for Android

### ModCloth

- 100% Retention Rate of User Experience Design Team, 2012 - 2014

### Urban Decay Naked Skin

Role: User Experience Designer, 2013

- Communication Arts Award: Webpick
- Communicator Awards: Excellence Award
- Communicator Awards
- W3 Gold Awards

### Brooks Running Shoe Advisor

Role: User Experience Designer, 2013

- Awwwards SOTD
- Communication Arts Award: Webpick
- Communicator Awards: Shopping
- Communicator Awards: Visual Appeal
- CSS Awards
- HOW Interactive Design Awards
- W3 Gold Awards

### Bing Maps for Samsung SUR40

Role: Interaction Designer, Stimulant, 2012

How Interactive Design Awards, Merit Award

### Yachting

- ORR West Coast Championships, 2nd, 2015
- Rolex Big Boat Series, 3rd, 2014
- Rolex Big Boat Series, 2nd, 2010 - 2013

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## EXPERIENCE, *continued*

- Defined & executed design strategies that delivered on goals for rapid growth across four business units for both the Trulia & Premier Agent brands
- Directed initiatives across product & marketing design teams to create a cohesively branded user experience across all consumer touchpoints, products & campaigns
- Established & lead the Unified Experience Languages team to design & engineer two OOCSS pattern libraries that centralized visual, interaction & motion design for two brands
- Mentored managers & teams across all levels providing clear growth paths & career objectives
- Built the Mobile Device Wall to promote mobile-first innovation in design & development

### Director of Experience Design

February 2011 – June 2014

### Principal User Experience Designer

October 2010 – February 2011

### MODCLOTH

SAN FRANCISCO

Lead and mentored a multi-disciplinary User Experience team throughout all levels from Associate to Principal, across two offices. Built a strong design team and culture with a 100% retention rate. Reported to the Senior Vice President of Product.

- Directed all design initiatives across desktop, tablet, mobile & iOS to drive the product roadmap & deliver 30% year-over-year revenue growth
- Championed innovation for the user experience strategy via mobile-first prototyping using responsive design, authored ModCloth UX principles & developed an interactive style guide
- Mentored individual professional development with career paths, internships, UX book club, resulting in repeated promotions and growth in strategic leadership and team management
- Established & drove the agile user experience design process
- Reformed the company's meeting culture to increase productivity & employee happiness

### Cofounder

January 2013 – December 2015

### SPRIGAWATT

SAN FRANCISCO

Sprigawatt taught students grades K-6 to grow their own food & learn lifelong nutrition. With my cofounder I designed & built robots for school gardens controlled remotely online.

- Crafted a remote learning experience that enabled partner classrooms to collaboratively grow gardens together using outdoor robots and an online web portal
- Designed the brand identity, user experience, and industrial design of the Sprigawatt robot

### Senior User Experience Designer

September 2009 – October 2010

### FLIP VIDEO, CISCO SYSTEMS, INC.

SAN FRANCISCO

Crafted a multi-platform user experience enabling consumers to manage & share their videos. Utilized an agile development methodology to support quarterly international releases; reported to the Director of User Experience.

- Designed the Flip iPhone App using rapid iteration & interactive iPhone prototypes
- Created new features for the cloud-based online video storage & sharing application

### Senior User Experience Designer

January 2008 – September 2009

### User Experience Designer

May 2006 – January 2008

### Associate Information Designer

May 2005 – May 2006

### FLUID, INC.

SAN FRANCISCO

Developed richly branded ecommerce experiences that championed brands & increased revenue. Repeatedly recognized for top performance. Reported to the VP of Design & Usability.

- Delivered impeccable, highly annotated design documents including wireframes, site architecture, workflows, heuristic analyses, personas, interactive prototypes, user testing
- Fostered collaborative client relationships, lead presentations, represented the creative vision

## SPEAKING ENGAGEMENTS

### General Assembly

Guest Lecturer: "Building a UX Career," User Experience Design Ten-Week Course, 2015

## EDUCATION

Master's of Information Management & Systems; University of California, Berkeley, California, May 2006

Bachelors of Fine Arts in Graphic Communications; Washington University, St. Louis, Missouri, May 1999

Winner, Dr. James R. Chen Award, 2006 Master's Project Competition, School of Information Management & Systems: "Mycroft: Distributed Micro-Cognition"

Academic Fellowship, School of Information Management & Systems; University of California, Berkeley, 2004

Dean's List; Washington University, St. Louis, Missouri, May 1995 – 1997

Educational Merit Award Scholarship; Washington University, St. Louis, Missouri, May 1995 – 1999