

## DeAndre Hutton

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### Summing it Up

DeAndre Hutton is a UX and Visual Design practitioner who specializes in delivering user-centered design solutions for clients in many different markets and digital platforms. He currently utilizes his skills in stakeholder interviews and design direction guidance with teams for projects, but also likes to roll up his sleeves when needed and work within his teams. His skills extend into requirements gathering, wireframe generation, UI/UX best practices application, user-focused research, marketing, user flows and brand initiatives.

DeAndre has extensive experience aligning stakeholders, generating design assets and leading design programs for small, medium and enterprise level companies. He has informed design direction in markets including online and offline marketing, medical care, real estate management, design agency, energy, community marketplace, property and medical coverage, global retail merchandising and the automotive industry. He takes pride and pleasure in helping companies reach their user goals in parallel with achieving business objectives.

### “Trial by Fire” Experience

*Cirrus Logic, Austin, TX 2017 – Present*

**MSA UX Lead | Interaction Design Lead –**

- **IA and UX:** Heuristic Evaluations, User Flow Development, Prototype Creation, User Experience Design and Concept Review, Product Workflow Development, Software Tool Concepts Development
- **User definition:** Profile Type Development, Persona Development, User Research Facilitation, User Interviews, User Survey Creation, Product Alignment Definition
- **Workshop and presentation:** Data Visualization Presentation, UX Workshop Facilitator, Workflow Strategy Session Facilitator, PI Planning Presenter and Facilitator
- **Workstream management:** Create and Manage UX Delivery Schedules, Manage Contractor Artifact Delivery, Agile Delivery Team, North America Division UX Strategy Lead

Build alignment and bridge product understanding for Tools in support of internal and external users through meetings with various workstreams. Host, facilitate, parse, and analyze internal and external user data to develop baseline profile types for personas. Provide recommendations for visual and feature-rich improvements to Support Tools that increase user education and efficiency to configure and tune products. Guide UX team direction for ancillary products and internal workstream communications. Provide oversight for engagement plan for soliciting internal and external customer feedback that funnels into various workstreams.

*Avanade Inc., Austin, TX 2013 – 2017*

**UX Manager –**

- **IA and UX:** Card Sorting, Heuristic Evaluations, User Flow Development, Prototype Creation, User Experience Design and Concept Review, Impression Testing Facilitator
- **User definition:** Persona Development, User Research Facilitation, User Interviewer, User Survey Creation
- **Workshop and presentation:** Data Visualization Presentation, UX Working Sessions Facilitation, SBOS Workshop Facilitator, UX Workshop Facilitator, Digital Strategy Session Facilitator
- **Team management:** Create and Manage UX Delivery Schedules, Manage Offshore and Near-Shore Artifact Delivery, Agile Delivery Team Lead

Meet with clients to facilitate workshops and working sessions to gather information about client applications for redesign or new design. Evaluate and analyze information to develop baseline personas and key user journey touch points. Provide direction for visual and functional improvements to increase user adoption and application ease of use. As a Manager, guide XD team involvement in early phases of project life cycle to ensure user needs are met with well thought out design and intuitive functionality. Provide oversight of design planning activities while cultivating client relationships.

*D&Dre Design, Austin, TX 2005 – 2017*

### **Freelance UX and Visual Designer –**

- **IA and UX:** Card Sorting, Heuristic Evaluations, User Flow Development, Prototype Creation, User Experience Design and Concept Review, Impression Testing Facilitator
- **Visual design:** Production Graphics for Web and Print, Brand Development/Implementation, Style Guide, Identity, and Icon System Creation, Mood Boards and Style Tiles

*Perficient, Inc., Austin, TX 2011 – 2012*

### **Lead Visual Designer –**

- **IA and UX:** Card Sorting, Heuristic Evaluations, User Flow Development, Prototype Creation, User Experience Design and Concept Review, Impression Testing Facilitator, Test Case Development
- **Workshop and presentation:** Data Visualization Presentation, UX Working Sessions Facilitation
- **Visual design:** Production Graphics for Web and Print, Branding Implementation, Style Guide, Identity, and Icon System Creation, Mood Boards and Style Tiles
- **Team management:** Create and Manage Visual Delivery Schedules, Agile Delivery Team Lead

## **Toolbox of Skills and Applications**

- **Production tools (PC / MAC):** Adobe Creative Cloud (XD, Illustrator, Photoshop, InDesign, Dreamweaver, Flash, Catalyst, Acrobat), Acrobat Plug-ins (Quite Imposing Plus, PitStop Pro), Balsamiq Mockups, Axure RP Pro, Omnigraffle Pro, SharePoint Front-end Development (CSS/HTML, Themes)
- **Communication tools and skills** Microsoft Office (Word, Excel, Publisher, Visio, PowerPoint), Sitecore CMS and DMS design and implementation, InVisionApp User Testing and Artifact Management, Optimal Workshop User Feedback Tools, Pre-press (Trapping, Imposition, Bleeds), Design Workshop Facilitation
- **Skills application:** Prototyping, wireframing, and workflow development, Web part design and visual management, Technical Illustration, icon and graphic systems development, Production delivery of graphics for print, web, and desktop applications, Research and persona development, Heuristic Analysis, Offshore resources project management

## **Formal Training**

*Texas State University, San Marcos, TX*

While pursuing Bachelors of Fine Arts in Communication Design and minor in Studio Art; current cumulative GPA 3.35 as of Spring 2009.

*Prairie View A & M University, Austin, TX*

While attending, majored in Computer Information Systems with a cumulative GPA of 3.5 as of Spring 2001.

## **Humble Accolades**

- Published a poetry book called Eyes of Grave Encounters and work featured in Youth Poetry Anthology
- Three design pieces featured in CMYK Magazine #38 and were judge's favorite and in the 52nd Annual ADCH show
- Sixty-four logos selected between LogoLounge book series, Really Good Logos Explained, Market Smart Design, and Logoliscious books

PORTFOLIO SAMPLES @ <http://deandredesign.com> | Latest work shared in-person | References upon request