

DeAndre Hutton

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Summing it Up

DeAndre Hutton is a UX and Visual Design leader who specializes in delivering and leading user-centered design programs for small, medium and enterprise clients on various digital platforms. Recent responsibilities include design team leadership, extensive stakeholder management, and design direction guidance. He leads cross-functional teams, but also likes to roll up his sleeves and work within his design teams to deliver user journey driven designs. His skills include mentorship of junior members, requirements gathering, wireframe generation, UI/UX best practices application, user-focused research, maintaining design systems, marketing, user flows and brand initiatives. He has a deep understanding of fintech, insurance, energy, retail and semiconductor industries, among others.

“Trial by Fire” Experience

Visa, Austin, TX 2019 – Present

UX Design Engineering Manager –

- **Team management:** Create and Manage UX Delivery Schedules, Manage Design and Accessibility Resources, Agile Delivery Team, Team Resourcing and Allocation, UX Workshop Facilitator, Workflow Strategy Session Facilitator
- **IA and UX:** Heuristic Evaluations, User Flow Development, Prototype Creation, User Experience Design and Concept Review, Product Workflow Development, Software Tool Concepts Development, Design System Management

Mentor and coach junior designers by providing guidance, developing standards and managing work allocation within SCRUM Agile projects and teams. Lead the UX Design Engineering team by guiding processes, procedures, tools, training, and techniques. Review UI platform and design system enhancements that support product architecture, requirements, test specifications, and roadmaps. Provide oversight on technical design assessments. Push for continuous improvement of the Visa/Cybersource development procedures by finding opportunities to improve and implementing solutions. Serve as primary point of contact for team and ensure designs and the UI platform are theme-enabled, responsive and ADA compliant. Actively manage engagements to meet project goals, budgets and timelines by collaborating with cross-functional teams. Solve design challenges for enterprise-level, mission critical, database-driven software for medium and large application development projects. Deliver user-centric value by designing software that meets the user's needs. Interact and communicate with business and technical teams to facilitate understanding and move seamlessly from theory to implementation activities.

Cirrus Logic, Austin, TX 2017 – 2019

Lead, User Experience - NA –

- **Workstream management:** Create and Manage UX Delivery Schedules, Manage Contractor Artifact Delivery, Agile Delivery Team, North America Division UX Strategy Lead, UX Workshop Facilitator, PI Planning Presenter and Facilitator
- **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

Build alignment and bridge product understanding for Tools in support of internal and external users through working sessions with various workstreams. Host, facilitate, parse, and analyze internal and external user data to develop baseline profile types for action-driven 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 to solicit internal and external customer feedback, that funnels into various workstreams. Champion cross-functional workstream engagements to bridge silos for successful product deliveries.

Avanade Inc., Austin, TX 2013 – 2017

Manager, Experience Design –

- **Team management:** Design Career Mentorship, Create and Manage UX Delivery Schedules, Manage Offshore Artifact Delivery, Agile Delivery Team Lead
- **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

Meet with clients to facilitate working sessions to gather information about various platform applications for redesign or new design. 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 focused design and intuitive functionality. Provide direct report oversight of design planning activities while cultivating client relationships.

Perficient, Inc., Austin, TX 2011 – 2012

Lead Visual Designer –

- **Team management:** Create and Manage Visual Delivery Schedules, Agile Delivery Team Lead
- **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/Print, Branding and Identity, Style Guide, Icon System Creation, Mood Boards

As a Lead, facilitate working sessions with product teams to shape product direction. Contribute to design team to use personas to make key UX/UI decisions for releases of products. Create technical illustrations and mockups for applications and develop icon systems for wayfinding and visual definitions. Work productively in an Agile Development environment to contribute to release and iteration planning of proof-of-concept applications.

Toolbox of Skills and Applications

- **Production tools (PC / MAC):** Adobe Creative Cloud (XD, Illustrator, Photoshop, InDesign, Dreamweaver), Balsamiq Mockups, Axure RP Pro, Omnigraffle Pro, Sketch, working knowledge of HTML5/CSS3 and Javascript (Angular, React)
- **Communication tools and skills:** Microsoft 365® (Word, Excel, Publisher, Visio, PowerPoint, Teams, Project), 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:** Work Breakdown Planning, Prototyping, Wireframing, Journey and Workflow Development, Design Systems management (icons, components, visuals, templates, patterns), Technical Illustration, Production Delivery (graphics for print, web, and desktop applications), Research and Persona Development, Heuristic Evaluation, Offshore Resources Management

Formal Training

Texas State University, San Marcos, TX

Pursuing Bachelor of Applied Arts and Science with an emphasis in Communication Design; current cumulative GPA 3.25.

Humble Accolades

- Published a poetry book called Eyes of Grave Encounters and work featured in Youth Poetry Anthologies
- 3 design pieces featured in CMYK Magazine #38 and were judge's favorite and in the 52nd Annual ADCH show
- 64 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