

DeAndre Hutton

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Summing it Up

DeAndre Hutton is a UX and Visual Design leader, specializing in delivering and leading user-centered design programs for small, medium and enterprise clients on across digital platforms for cross-functional teams. Recent responsibilities have included design team direction and leadership, stakeholder management, governance, and design direction guidance. Skills include requirements gathering, wireframe generation, UI/UX best practices application, research, design systems, marketing, user flows and brand initiatives. Recent industries include fintech, insurance, energy, retail, and semiconductor industries, among others.

“Trial by Fire” Experience

Visa, Austin, TX 2019 – Present

UX Design Engineering Manager –

Solve design challenges for enterprise-level, mission critical, database-driven software for medium and large application development projects that meet user needs through research methodologies. Interact and communicate with business and technical teams to facilitate understanding and move seamlessly from theory to implementation activities. Coach, develop and lead the UX team while providing direction to UI and product management teams. Advocate for an evidence-based approach to product roadmaps and enhances through research best practices. Review and critique platform and design system enhancements to ensure ADA compliance, theme enablement, design appropriateness and responsiveness.

Cirrus Logic, Austin, TX 2017 – 2019

Lead, User Experience - NA –

Support internal and external users through working research sessions with various workstreams to align and build understanding with cross-functional collaboration. Host, facilitate, parse, and analyze internal and external user data to develop baseline profile types for action-driven personas. Provide evidence-based recommendations for visual and feature-rich improvements to Support Tools that increase user ability to configure and tune products. Guide UX team direction for ancillary products and internal workstream communications and provide oversight for the team.

Avanade Inc., Austin, TX 2013 – 2017

Manager, Experience Design –

Meet with clients to facilitate working sessions to gather information about various platform applications for redesign or new design. Create research strategies to support user needs alongside business requirements for digital products. 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

Sr. Lead Visual Designer –

As a Lead, facilitate working sessions with product teams to shape product direction and support research activities. Contribute to design team strategy 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.

e-MDS, Austin, TX 2010 – 2011

Lead UI Designer

Star Nine Ventures, Austin, TX 2008 – 2010

Lead Graphic Designer

Reactivity Studio, Austin, TX 2007 – 2008

Creative Team Lead

D&Dre Design, Austin, TX since 2005

Freelance UX/Visual Designer

Activities and Responsibilities

- **Team and workstream management:** create and manage UX/visual delivery schedules, manage design and accessibility resources, team resourcing and allocation, design career mentorship, manage offshore artifact delivery, agile delivery team lead, manage contractors and assets delivery
- **IA, UX, and visual design:** heuristic analysis, user flow development, prototype creation, UX design and concept review, various research best practices and methodologies, product workflow development, software tool concepts development, design system management, IA activities facilitator, test case development, production graphics for web/print, branding and identity, style guide, icon system creation, mood boards
- **User definition:** profile type development, persona development, user research activities facilitator, product alignment definition, accessibility design and development data gathering
- **Workshop and presentation:** data visualization presentation, UX working sessions facilitation, CMS workshop facilitator, qualitative and quantitative research strategy facilitator, design thinking workshop facilitator, digital strategy session facilitator

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)

Formal Training

Texas State University, San Marcos, TX

BAAS, Organizational Leadership; emphasis in Communication Design

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