

## DeAndre Hutton | Strategic Design and Product Leadership

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I have led design and multidisciplinary teams at enterprise scale for a decade. Driving user-measured outcomes with design strategy across programs and complex workflows is my specialty. Leveraging AI-driven insights to create user-centered, evidence-based experiences to achieve business objectives are my goals.

### Experience

#### Avanade, Austin, TX 2021 – Present

Director, UX Design | Full-time (Hybrid) ↗

##### *Organizational Impact*

Lead Experiences teams by setting delivery standards, cross-functional team mentorship, and growth through sales assist activities (design artifact creation increased sales assist for ~\$15M). Develop DesignOps resources for team growth and operational efficiency (impacting design team delivery quality by ~12% in North America).

- Develop UX playbooks with research, discovery, and evidence-based design accelerators (contributing ~5% additional value to deal win rates)
- Partner with technologists to shape solutions and personalize experiences (sales assist win rate increase ~33%)

##### *Leadership Value*

Mentor designers in stakeholder management, integrated Agile methodology, and human-centered delivery.

- Hire talent, foster collaboration, and promote continuous learning
- Drive design thinking in large-scale business strategy
- Promote professional learning for career growth and sharing in organizational value

#### Visa, Austin, TX 2019 – 2021

UX Design Engineering Manager | Full-time (Onsite) ↗

<https://www.deandredesign.com/mastering-payment-moments/>

- Led product improvements for transaction settlement enterprise software. (increased transaction task completion rate ~20%)
- Led multidisciplinary design team to deliver scalable, ADA compliant, white-labeled applications. (increased internal adoption of design system contribution and governance model ~35%)

#### Cirrus Logic, Austin, TX 2017 – 2019

Lead, User Experience – North America | Full-time (Onsite) ↗

<https://www.deandredesign.com/tuned-for-better-ux/>

- Product group and overall North America design leadership. Improved workflow process to reduce costs and increase customer satisfaction (reduce waste by ~8% per product testing phase)

### Formal Training

*Maryland Institute College of Art,  
Baltimore, MD*

MPS in Business of Art and Design; Product Management

*Nielsen Norman Group*

User Experience Master Certification; specialty in UX Management

*Scrum.org*

Evidence-Based Management Certification

Professional Scrum with UX I Certification

### Skills and Tools

#### *Product management*

- Azure DevOps
- Atlassian (Jira, Confluence)
- Microsoft SharePoint, Dynamics, and Power Platform

#### *User research and studies*

- Mural and Miro with Design Thinking
- Journey and workflow mapping
- Optimal Workshop Tools
- Hotjar and Useberry

#### *Wireframing and prototyping*

- Figma (Designer and FigJam)
- Adobe Creative Cloud
- Axure RP Pro
- Lovable
- Design system management

*Deal and solution shaping  
(Contract, Scope, and Estimate)*