

DeAndre Hutton | Strategic UX Research and Product Leadership

Website: deandredesign.com

Social: linkedin.com/in/deandrecreative/

Email: graphics@deandredesign.com

I have led UX research and multidisciplinary teams at enterprise scale for over a decade. Facilitating user-measured outcomes with research strategy across programs and complex workflows is my specialty. Getting teams to leverage AI-driven insights to guide mixed-methods research programs and direct evidence-based strategy to achieve business objectives are my goals.

Experience

Avanade, Austin, TX 2021 – Present

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

Research Leadership and Organizational Impact

Lead Experiences and cross-functional delivery teams by setting evidence-based research standards (methodology, reporting) and improving sales assist activities (research-led design activities increased sales assist for ~\$25M). Develop Research Ops resources (recruiting, templates, repositories) for team growth and operational efficacy (impacting team delivery quality by ~12% in North America).

- Develop UX playbooks with multi-quarter research roadmaps, contextual inquiry, 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%).
- Mentor designers in stakeholder management, integrated Agile methodology, research rigor, and human-centered delivery for team effectiveness and their career growth.

Visa, Austin, TX 2019 – 2021

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

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

- Guided experimentation strategy for transaction settlement enterprise software; used mixed-methods research to deliver insights (resulting in transaction task completion rate increase ~20%).
- Championed accessibility and inclusivity by integrating research findings into design systems, delivering scalable, ADA compliant applications.

Cirrus Logic, Austin, TX 2017 – 2019

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

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

- Product group and overall North America design research leadership. Improved workflow process through discovery activities 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

UX research methodology and operations

- Mural and Miro with contextual inquiry and heuristic evaluation
- Research Ops: recruiting, incentives, repositories (e.g., Confluence, SharePoint, AirTable)
- Optimal Workshop Tools
- Hotjar/FullStory (session replay/heatmaps)

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)