

# DeAndre Hutton | Strategic UX Research and Product Leadership

Website: [deandredesign.com](http://deandredesign.com)

Social: [linkedin.com/in/deandrecreative/](https://linkedin.com/in/deandrecreative/)

Email: [graphics@deandredesign.com](mailto: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)