

DeAndre Hutton | Experience Design and Product Leadership

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I am an experience design leader building research-validated products at enterprise scale. For over a decade I have directed cross-functional teams that turn complex programs into measurable outcomes, using research as the strategic lever that holds delivery accountable. My focus is pairing AI-driven insight with creative direction to drive product strategy and business results.

Experience

Avanade, Austin, TX 2021 – Present

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

<https://www.deandredesign.com/bringing-the-grid-to-the-table/>

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 contributed to ~\$25M in sales assist outcomes**). Develop Research Ops resources (recruiting, templates, repositories) for team growth and operational efficacy (**improving 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 (**contributing to a ~33% sales assist win rate increase**).
- Mentor designers in research rigor and stakeholder management, building human-centered delivery habits that support team effectiveness and career growth.

Visa, Austin, TX 2019 – 2021

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

- Guided experimentation strategy for transaction settlement enterprise software; used mixed-methods research to deliver insights (**supporting a ~15% increase in payment task completion rates**).
- 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) ↗

- Product group and overall North America design research leadership. Improved workflow process through discovery activities to reduce costs and increase customer satisfaction (**~30% faster setup; ~50% fewer errors**).

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 (Make, Designer, and FigJam)
- Adobe Creative Cloud
- Axure RP Pro
- Lovable, Claude Design, Vercel
- Design system management

Deal and solution shaping

(Contract, Scope, and Estimate)