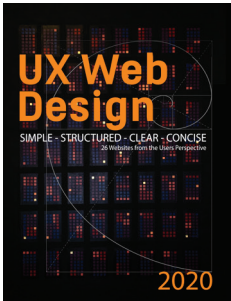




ux design



AUTHOR: UX Web Design

30 years design experience

Figma / Sketch / Adobe
Project Manager
Certificate, Google
SAFe Agile Certificate
Google AI Certificate

Portfolio

www.andygrogan.com

[LinkedIn](#)

[Medium Articles](#)

ANDY GROGAN

UX / AI / Visual Designer

Location: New York

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Website: andygrogan.com

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PROFESSIONAL SUMMARY

Senior Lead UX Designer with extensive experience in digital transformation, user-centered design, and cross-disciplinary team collaboration.

Prototyping, Wireframing, Trello, Figma, SAFe Agile.

Journey Mapping, Ethnography, Usability Research and Testing. Design systems.

Skilled in translating complex user needs and business objectives into innovative and intuitive designs. Advocate for Design Principles.

Leveraging knowledge of HTML, CSS, and prototyping (Figma).

Advocate for AI in UX and passionate about simplifying complex data and workflow challenges.

EXPERIENCE

Bank of America, New York

Senior Lead UX Designer

May 2022 - Present

Led digital transformation of complex systems into a unified portal.

Help design and convert Design System from Sketch into Figma,

build components, and implementing brand color and typography.

Translated user needs and business objectives into innovative designs.

Advocated for user-centered design methods and digital strategy.

Collaborated in a cross-disciplinary team environment using Trello.

Evangelized UX AI methodologies.

Quest Diagnostics

Experience Lead, New York

April 2021- May 2022

Led UX and UI teams in creating user-centric design solutions.

Developed product recommendations based on user insights.

Help design and convert Design System from Sketch into Figma

Facilitated user interviews and workshops. Presentations in Trello.

Built strategies based on user feedback.

Lead in Design Systems and Design Principles.

Wolters Kluwer

Senior UX Designer, New York

Dec 2014 - April 2021

Specialized in professional information and software solutions.

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Sketch

Led UX and UI teams in creating user-centric design solutions.
Developed product recommendations based on user insights.

Figma

Help design and convert Design System from Sketch into Figma
Facilitated user interviews and workshops.

Trello

Built strategies based on user feedback. Presentations in Trello.
Lead in Design Systems and Design Principles.

Adobe Xd

Verizon
Senior UX Designer, New Jersey
Dec 2013 - Dec 2014

Photoshop

Led UX and UI teams in creating user-centric design solutions.
Developed product recommendations based on user insights.

Illustrator

Help design and convert Design System from Sketch into Figma
Facilitated user interviews and workshops.

Abstract

Built strategies based on user feedback.
Lead in Design Systems and Design Principles.

Visual Studio Code

MetLife
UX Designer, New York
Dec 2012 - Dec 2013

Design Systems

Led UX design for digital products and global intranet rollout.

After Effects

AGENCY WORK

The New School: UX/UI design for intranet.

The Princeton Review / Tutor.com: Designed online learning portals.

InDesign

McCann Erickson: Developed healthcare websites and apps.

kirshenbaum bond senecal + partners: UX report for BMW forum.

OmniGraffle

OTHER ROLES

UX Designer and Marketing Manager, World Trade Center Association, New York.

Designer and Marketing Manager, World Trade Center, Amsterdam (Mar 2004 – Aug 2010).

Compuware Europe, Amsterdam (1995 – 2002).

Word Press / Joomla

FAVORITE PROJECTS

Integration of 330 World Trade Centers into a unified database and social network.

Development of a dynamic graphic website for popularizing statistics.

Mobile and tablet app development leveraging publisher's back catalogue.

GENERAL INTERESTS

Developing an art portfolio (52paintings.art).

Author of the AI novel "Citizen Robot".

EDUCATION

Bachelor of Education, Hull University, England.

BA in Design and Illustration, Gerrit Rietveld Art Academie, Amsterdam.

Adobe Certified Photoshop Expert and Instructor.

Project Manager Certificate, Google.

Certified ENG Cameraman.

SAFe Agile Certificate.

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Product Development

Prototyping

User Testing

Wire-framing

UI design

Branding Compliance

Analytics (metrics)

Lean Development

HTML, CSS, Angular

Information Architecture

Responsive Design (Mobile)

UX Writing (tone of voice)

Contextual Inquiry

User Research

User Testing

Privacy By Design

Accessibility

THE PROCESS

Empathise

for example:

Interviews, Contextual inquiry, surveys...

Define

for example:

Empathy map, Personas...

Ideate

for example:

Brainstorm, Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse

Design

for example:

Wireframes, sketching, Style guide, design system...

Test

for example:

Prototypes can be paper designs but are often wireframes with the help of programs such as Invision, Photoshop and Sketch.

Iterate and Repeat

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[Medium Articles](#)