



Andy Gingerich, UXC

Product Designer | Phoenix, AZ

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A Bit About Me

Most of my experience is remote work and I understand the importance of maintaining clear communication and time management. I have been embedded on product teams and worked closely with engineers and product managers, as well as worked directly with stakeholders to develop larger visions of product. Very often, I would present research insights and design work to broader teams and stakeholders. In short, I am a team player, critical thinker, and will always push to keep the user at the center of any project.

EXPERIENCE

Torqata Data and Analytics

User Experience Architect | June 2022 - Oct. 2023

- Pioneered industry changing market intelligence inventory management software within a diverse team resulting in 3 rounds of advance prototyping, and 2 rounds of indepth user research testing.
- Partook in nationwide persona development research initiative by leading interviews in the state of Arizona at 5 retail locations resulting in 4 key personas as our company's target customers.
- Collaborated directly with stakeholder's to build a vision of product (VOP) for the future of Torqata tools
- Co-facilitated workshops with internal stakeholders to establish a detailed company service blueprint to identify painpoints and opportunities with our current services
- Partook in a deep heuristic evaluation of Torqata's legacy tools, resulting in 100+ documented issues that would later support the strategy to move toward new vision of product (VOP).
- Supported multiple product team pods delivering designs within Agile two week sprints

Remetrik

UX/UI Design Intern | Oct. 2021 - Nov 2021

- Conducted heuristic evaluation for Remetrik's 1st generation SaaS product for music royalty accounting to implement design strategies and priorities for the second generation.
- Worked on small team with the sole stakeholder and developers to present UX design concepts, wireframes, and hi fidelity mockups for group review and feedback
- Focused on redesigning Remetrik's tabular data UI to help user's upload, review, hide, and expand table rows for music royal metadata information.

Freelance Digital and Graphic Designer | 2016-2021

- Utilize user and market research to help small businesses and independent vendors develop branding goals
- Helped organize and facilitated content strategies, graphical content, and brand tone for print, web, and social media
- Catchfire Volunteer

EDUCATION

Nelisen Norman Group, DC

User Experience Certification(UXC) Dec 2022

Designlab Online Bootcamp

Certificate UX Design Sept. 2020 - Sept 2021

Arizona State University, AZ

B.S. Environmental Design Sept. 2018 - July 2020

Moberly Area Community, MO

A.A. Creative Writing Aug. 2012 - May 2014

TECHNICAL SKILLS

- User Experience Research
- Insight Synthesis
- Information Architecture
- Experience Mapping
- Storyboarding
- User Flow Diagramming
- Technical Sketching
- Wireframing
- User Interface Design
- Advance Prototyping and Testing in Figma and Axure RP
- Managing work in Jira and Trello
- Workingshoping in Miro

SOFT SKILLS

- Natural leadership
- Articulating design rationale
- Maintaining clear communication
- Well organized