

Andre de la Cruz

CONTACT

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EDUCATION

Boston University 2010
B.S. Business Administration
Information Systems

TOOLS

Sketch
Figma
InVision
Google Docs

SPECIALTIES

Interaction design
In lofi; beyond happy path

Research
Asking better questions

Workshops
Running better meetings

Asynch communication
Writing things up

EXPERIENCE

Respondent Product Design Lead

Apr 2019 – Dec 2020 • New York NY

Joined as first designer; built and managed a team of 6 designers; acted as interim Product Manager to set strategy and OKRs with our CEO, define quarterly roadmaps, & design org structure and operations to mobilize teams

Work: Participant Dashboard • Calendar Experience • Participant Management

Lifion Senior UX Designer

Jan 2018 – Apr 2019 • New York NY

Led design & research to uncover new features for Lifion's Teams app & helped establish processes for adopting our new design system

Work: Taskforce Research for Teams App • Design System Adoption

Kaplan Test Prep UX Manager

Oct 2016 – Nov 2017 • New York NY

Led design for 2 squads, 5 designers, focused on test prep & internal tools

Work: Adaptive Quizzes Web App • Content Management Web App

Shutterstock Senior Product Designer

Jul 2015 – Sep 2016 • New York NY

Designer for shopping experiences across Shutterstock's B2B & B2C products

Work: Logged In Homepage • Search Experience • Pricing Page & Checkout • Editorial Site • Product Detail Page, Sign Up, & Download

iHeartRadio Senior Product Designer

Sep 2014 – Apr 2015 • New York NY

Designer for in-car experiences & a reimagining of the flagship mobile app

Work: Mobile App Redesign • Responsive Website Redesign
Android Auto & BMW Integrations • Web Interface for Auto

AGENCY EXPERIENCE

Sapient Senior Information Architect

Sep 2012 – May 2014 • New York NY

Designer for the Verizon FiOS shopping experience for desktop web

Clients: Verizon, Morgan Stanley, MetLife, the World Bank

IBM Interactive Information Architect

Nov 2010 – Sep 2012 • Washington DC

Designed various web apps focused on financial services

Clients: Nordea Bank, Travelers, Prudential Life, the FDIC