

Andrew Russell Hon. BDes

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Locked Portfolio Case Study Password: ABCD

SKILLS

- Figma / Sketch / Adobe XD
 - Certified ScrumMaster® (CSM®)
 - User Research & Testing
 - Wireframing & Prototyping
 - Accessibility Standards (WCAG)
 - Agile Methodologies, Product Ownership
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PROFILE

User Experience Designer with Honours Bachelor of User Experience Design and an Advanced Diploma in Graphic Design. 3 years of design industry experience crafting impactful web and mobile solutions. Skilled in designing intuitive digital experiences and aligning designs with business goals through user research and analysis. Experienced in presenting to executives and stakeholders, consistently earning positive feedback. Committed to growth and success in dynamic, high-impact collaborative environments.

WORK EXPERIENCE

MHS (Multi-Health Systems)

January 2023 – Present

User Experience Designer

- Led the end-to-end redesign of the MHS storefront (currently in development, set for launch in February 2025) by conducting user journey analysis and identifying pain points, driving improved solutions and increased sales projections through thoughtful design thinking and execution.
- Spearheaded the redesign of MHS Founder/CEO's website by conducting user research, developing wireframes and interactive prototypes, and collaborating with marketing and developers. Successfully launched a solution aligned with business goals and user needs.
- Drove accessibility efforts, ensuring WCAG 2.1 AA-AAA compliance by conducting usability audits, QA testing, code revisions, and collaborating with developers. Delivered accessible design components that improved inclusivity across platforms.
- Authored high-level user stories and acceptance criteria to define functionality and guide the development of webpage features and components, ensuring user-centred solutions aligned with business needs.

MHS (Multi-Health Systems)

May 2022 – December 2022

Graphic Designer

- Developed promotional materials for major campaigns, ensuring a cohesive visual identity across both online platforms and printed media. This includes brochures, magazine advertisements, social media posts, and merchandise designs.
- Revamped collaborative briefing processes alongside marketing managers, enhancing communication channels and brief delivery to designers. Resulted in increased efficiency and clarity, optimizing workflow for more impactful outcomes.

Kitestring

March 2021 – May 2021

Graphic Design Intern

- Awarded an internship following a competitive selection process, including academic performance and portfolio review.
- Engaged in client discovery sessions, design reviews, and client workshops to enhance skills and contribute effectively to project outcomes.
- Supported design research initiatives to inform creative decisions and optimize the production of high-quality deliverables.

SCM Claimspro Insurance Services

June 2018 – February 2022

Administrative Assistant

- Provided administrative support to insurance claims adjusters, and managers, this included maintaining and organizing files documents, and records (physical and digital), related to claims processing.
- Maintained confidentiality and handled sensitive information with discretion, adhering to privacy regulations and company policies.
- Provided excellent customer service to policyholders, claimants, and other stakeholders, addressing inquiries and concerns in a professional and courteous manner.

WORK EXPERIENCE

Humber Polytechnic

Honours Bachelor Degree of User Experience Design

Achieved Dean's List recognition, Fall 2022 and Winter 2022, for outstanding academic performance.

Seneca Polytechnic

Advanced Diploma in Graphic Design

Achieved President's Honour's List recognition, Fall of 2021, for outstanding academic performance.

ADDITIONAL SKILLS

- Software Skills
 - Adobe Creative Suite,
 - Microsoft Office Suite,
 - Azure Devops Services
 - Certified ScrumMaster® (CSM®)
 - Accessibility Tools (Axe DevTools, Contrast Checkers, Able)
 - User Research Tools (UserTesting, Google Forms / Typeform, Lookback)
 - Collaborative tools (Github, Notion, Miro, Asana, Slack, Microsoft Teams)
- Soft Skills
 - Collaboration and Teamwork,
 - Attention to Detail,
 - Communication and Presentation,
 - Adaptability to Feedback
 - Thought leadership