

Andrew Wilson

Creative leader. Passionate ideator. Thoughtful designer.

Experience

JANUARY 2021 – PRESENT

VP, Visual Design Team Lead, Principal Designer / Northern Trust

- Responsible for the overall quality of work and results produced by my team of five multi-disciplinary designers, in conjunction with internal agencies
- Increased speed-to-market of deliverables three-fold by focusing on higher value work through new methods, tools, processes, and streamlined design
- Quadrupled demand for my team in under a year by transforming disparate in-house UX and visual design teams into a unified design team producing agency-caliber creative work, demanding the attention of the C-suite
- Onboarded direct reports to new tools in order to improve and streamline design workflows and key assets
- Create scripts and document best practices to empower direct reports to work confidently with clients
- Hired and onboarded new creative talent in a remote environment

MARCH 2015 – JANUARY 2021

VP, User Experience Team Lead / Northern Trust

- Led multi-disciplinary team of designers and developers to create strategic digital and user-interface design across web, mobile, application, marketing and social media platforms, providing comprehensive insight on user-focused marketing initiatives and product design
- Increased digital design and development speed-to-market by 25% across the corporation by establishing, applying and extending corporate-wide Digital Design System, brand identity systems, typography, photography, color, tone of voice, and other components to create innovative visual and functional solutions
- Increased client and prospect engagement by delivering imaginative, conceptual thinking to advance and elevate the brand, and ensured all digital touchpoints drove strategic customer acquisition and engagement through brand design and digital channels

NOVEMBER 2011 – MARCH 2015

Senior Web Designer / Northern Trust

- Led the design for the company website, blog, emails and responsive micro-sites, including maintenance, optimization, and lead generation best practices
- Developed innovative, creative, and results-oriented digital solutions by understanding and interpreting brand, user, and business needs
- Created prototypes, sketches, exercises, and workshops to validate ideas and to elicit feedback from both clients and internal teams
- Guided front-end web development through understanding the needs of the user and focusing on best practices in user experience, technical excellence, performance and accessibility

Contact

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andrewsuniverse.com

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Specialities

- Empathetic team management
- Collaborative idea generation
- Strategic thinking
- Brand strategy and design
- User-experience based web and UI design
- Client pitching, presenting, and presentation design
- Scalable design: design systems, themes, and styleguides

Skills

- Creative direction
- Campaign and branding
- Ideation workshoping
- UX and human-centered design
- User interface design
- Responsive web & mobile design
- Digital design systems
- Accessibility: ADA / WCAG 2.0
- Agile methodology
- Project management
- Graphic Design
- Typography

Certification

Nielson Norman Group

UX Certification (September 2014)

Education

Bachelor of Arts, Advertising

University of Oklahoma

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FEBRUARY 2008 – NOVEMBER 2011

Lead Designer / Radio-Info.com

- Led design and development for responsive web, mobile, app, video, interactive, print, display, and email products
- Scoped time and effort involved in design projects, serving as strategic UI design resource
- Created new and innovative visual approaches to print, digital marketing and branding materials

SEPTEMBER 2007 – FEBRUARY 2008

Web Designer / Freelance Contractor

- Developed design and branding for ad agencies, including Sponge Media and RPM
- Created and developed assorted interactive and print collateral for multiple client campaigns

DECEMBER 2006 – SEPTEMBER 2007

Graphic Designer / Urban Imaging

- Developed custom branding, logo, and web design
- Handled client consultation

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Tools

- Figma
- Sketch
- Adobe Creative Suite
- Invision / Freehand
- Miro
- Zeplin
- HTML5 / CSS3 / JS
- Microsoft Office
- Adobe Experience Manager
- Wordpress
- Slack, MS Teams
- Google Analytics, G-Suite

Hobbies

- Photography & VR videography
- DJ'ing
- Field recording and music editing
- Cooking
- Mountain biking
- Snowmobiling
- Watching scary movies, even if they are ridiculous