



ANDREW ELDER

PRODUCT DESIGNER

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WORK

Billboard & The Hollywood Reporter, Senior Product Designer

2014 - 2020 • New York, NY

- Redesigned Billboard.com (charts, articles, hubs/channels, homepage, navigation) with a modular approach centering on global components that drives engagement to key content types such as charts, video, and editorial.
- Designed and prototyped conceptual products and sponsored content.
- Worked closely with all engaged stakeholders, SVP of Digital Product & Design, Product Managers and Engineers.
- Collected all necessary requirements, conceptualized for best UX, design, prototype, review, and refined.

Mohawk Digital, Interactive / Product Designer

2012 - 2013 • Los Angeles, CA

- UI/UX web design for various clients.
- Designed an interactive tablet kiosk with social media integration for a live red carpet event (client: QVC).
- Art directed a project inspiration geo-location website for Lowe's.
- Designed custom wordpress UX/UI CMS for client's websites admin.

A+E NETWORKS, Interactive / Web Designer

2007 - 2012 • Stamford, CT

- Designed and built online exclusive interactive content for popular A+E series including: *Hoarders* room exploration where users discovered more about the show's subject's favorite items and *Billy The Exterminator's* Creaturepedia that gave factoids on the animals captured in the show.
- Designed show sites for A&E's TV popular series based on marketing campaign assets and key art

SKILLS

Design

UI & UX
Wireframes
Prototyping
Motion Design
Illustration
Graphic Design
Branding

Tools

Adobe XD
Sketch
InVision Studio
Zeplin
Photoshop
Illustrator
After Effects
Premiere

EDUCATION

The New England Institute of Art

2002 - 2006 • Boston, MA

Bachelor of Science in
Digital Media Production
Multimedia & Web Design

PASSION PROJECT

Higher Elevations LLC, Owner

2015 - Present • Beacon, NY

Produce promotional videos, short films and websites for clients in the outdoor industry.