



# Andy Crone

Digital Product Designer with a focus on **full-cycle user experience**, **complex interface design** and **permanence**. With background in design, development, business and management I bring a unique set of skills to any design team – including a hard working, empathetic and easy-going attitude.

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## Experience

July 2020 – Today  
6 months

### Creative Director

**TINY MAMMOTH STUDIO** Christchurch, New Zealand

Freelance design and web development for ambitious small businesses in New Zealand. Focused on business objectives, I work with clients who have a strong online presence and need their website to perform at a high level. Whether it's user experience and design related, business strategy or custom web development, I'm using my years of experience in design and code to help small businesses.

Jan 2017 – July 2020  
3 years, 7 months

### Lead Product Designer

**WPMU DEV** Remote, New Zealand

Hired and managed a small team of product designers across a range of digital products. Lead designer of the multi-award-winning Smush image compression plugin. Conceptualised, designed and implemented WPMU DEV's core products and services. Revamped an ageing product suite alongside a major pricing model change and the conceptualisation of complimentary products.

Focused on exceptional user experience from day 1 activation through to retained members. Built and maintained the core design system used by remote designers and developers around the globe.

Jun 2015 – Jan 2017  
1 year, 8 months

### Product Designer

**WPMU DEV** Melbourne, Australia

Designed and managed product lifecycle for 100+ plugins. Conceptualised, designed and facilitated the development of The Hub - a website management tool for agencies to manage hundreds of WordPress websites in one place. Implemented a Sketch-based shared design library as the product team grew. Involved in high-level Growth and Product teams.

Jan 2014 – Jun 2015  
1 year

### UI / UX Designer

**TINY MAMMOTH** Melbourne, Australia

Designed web apps including customer relationship managers, social networks, workflow & task management systems. Wrote spec docs, wireframed & prototyped early stage ideas. Developed the frontend interface using Sass on top of Angular & Backbone frameworks. WordPress website development using Roots.io framework.

Feb 2013 – Jan 2014  
1 year, 6 months

### Founder & UI / UX Designer

**YELLOH** Melbourne, Australia

Cofounded startup Yelloh aimed at bringing together like-minded people to discuss topics that interested them. Basically medium.com, before it was popular... Raised \$150k seed funding. Designed interface for an end to end writing and sharing social experience. Planned & conceptualised new features based on user data and raw feedback. Frontend development on top of PHP based application.

Feb 2012 – Feb 2013  
1 year

### Web & UI Designer

**JOBADDER** Sydney, Australia

Designed & built large scale client websites using a custom CMS. Liaised with and managed direct client relationships through projects. Marketing collateral. Worked with the product team on interface improvements to the core recruitment management platform interface.

## Education

### University of Otago

**BAppSc (Hons)** Dunedin, New Zealand

Majoring in design studies, this degree was less about form and more about function ft. design thinking. It set me up for a career in understanding problems before designing solutions – it's easy to make things pretty, much harder to understand why we need them in the first place.

I was the top achiever in my class in 3rd year.

## Skills

### Design

Product Thinking · Interaction Design · User Experience · Visual Design · Data Analysis

### Tech

Sketch · Adobe · Invision · HTML · SASS · JS · PHP · WordPress · Webflow

### Other

Design Systems · Hiring · Positivity · Product Vision · People · Business

## Achievements

**2020** Best Design Awards Gold Award

Awarded Gold in the Large Scale ECommerce category at the 2020 Designers Institute of New Zealand Best Awards

**2019 & 2018** Torque Plugin Madness Competition

Designer behind the Smush image optimization plugin, voted best plugin on WordPress two years in a row.

**2013** Startup Smart

Named a 2013 "Future Maker" by Startup Smart for Yelloh social platform

**2009** University of Otago

Awarded the Annie Aiken Memorial Prize for the highest achiever in the 2009 year group.

**2008** Audacious Business Competition

Awarded the Best use of Design award at the Audacious Business Competition