



# Andy Crone

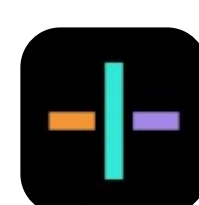
I'm a digital product designer with a focus on full-cycle user experience, complex interface design and design systems. With background in design, development, business and management I bring a unique set of skills to any design team – including a hard working, empathetic and easy-going attitude.

andy@andycrone.com · dribbble.com/andycrone · 0273154024 · Blenheim, New Zealand · Remote ready



Best Design Awards  
Winner 2020

## Experience

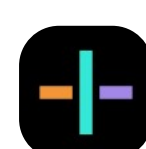


### Principal Designer @ Hatch Current

11 months

Christchurch, NZ (Remote) / Feb 22 – Today

- Leading the design, implementation and adoption of a multi-product design system at Hatch.
- Working with the Design Director to improve our tools and processes to enable our design team to scale and collaborate efficiently.
- Working across the company with research and design of Hatch's key product offerings for investing in share markets.



### Senior Product Designer @ Hatch

1 year

Christchurch, NZ (Remote) / Mar 21 – Feb 22

- Working with product and growth teams to research, design and implement cross-platform solutions for investing the US stock markets.
- Building out a company-wide design system.
- Differentiating our offering by focusing on investment education and tailored experiences for every type of investor.



### Director & Designer @ Tiny Mammoth Studio

8 months

Christchurch, NZ / Aug 20 – Mar 21

- Designing and building highly optimized websites for small businesses and startups, including large scale websites and e-commerce.
- Spotting and advising on opportunities to build on existing web and digital experiences to harness new potential.
- Working with key stakeholders to ensure all objectives are met.
- Gold winner at the 2020 Best Awards.



### Product Design Lead @ Incsb

3 years, 7 months

Christchurch, NZ (Remote) / Jan 17 – Jul 20

- Managing a team of four remote product designers across a range of digital products.
- Lead designer of the multi-award-winning Smush image compression plugin
- Conceptualising, designing and implementing WPMU DEV's core products and services.
- Involved in high-level Growth and Product teams.



### UI / UX Designer @ Incsb

1 year, 8 months

Melbourne, AU / Jun 15 – Jan 17

- Designed and managed product lifecycle for 100+ plugins.
- Conceptualised, designed and facilitated the development of The Hub - 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.



### UI / UX Designer @ Tiny Mammoth

1 years, 6 months

Melbourne, AU / Jan 14 – Jun 15

- In 2014, pivoted the Yelloh team and business into custom software development for financial services industry in Melbourne - now operating under vokke.com.au
- Conceptualised and designed end-to-end web apps including customer relationship managers, workflow & task management systems.



### Co-founder @ Yelloh

1 year

Melbourne, AU / Feb 13 – Jan 14

- Cofounded startup "Yelloh" aimed at bringing together like-minded people to discuss topics that interested them.
- Raised \$150k seed funding but struggled with high burn and slow growth.
- Lead the product vision for the social writing experience planning new features based on user research and data insights.

## Education

### University of Otago

#### BAppSc (Honours)

DUNEDIN, NZ

Majoring in design studies, this degree was less about visual design and more about design thinking fundamentals and user experience.

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 also founded and ran my own clothing company during university which taught me business skills, how to build ecommerce stores and market products.

## Skills

### Design

Design Systems · User Experience · Product Thinking · Interaction Design · Research & Data Analysis

### Tech

Figma · Adobe · Sketch · Miro · HTML · SASS · JS · PHP · WordPress · Webflow

### Other

Product Vision · Leadership · Positivity · People · Business · Recruitment

## Achievements

### 2020

BEST DESIGN AWARDS GOLD AWARD

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

### 2019 & 2018

WINNER TORQUE PLUGIN MADNESS COMP

Lead designer behind the Smush image optimisation plugin, voted best plugin on WordPress two years in a row.

### 2013

STARTUP SMART FUTURE MAKER

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

### 2008

AUDACIOUS BUSINESS COMP

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