Andrew Pucci

UX Design Manager

A user experience designer who has built a career around the intersection of design and development and is eager to grow teams who build engaging, usable, and accessible products.

Professional Experience

Binary Defense

Remote (Company HQ in Stow, OH)

Software company providing protection against and visibility into cyberattacks.

UX Design Manager
2019–2021

Led design for the company's flagship product.

- Hired, managed, and mentored a junior user researcher resulting in their promotion to mid-level after one year.
- Collaborated with engineering and product management to plan the product roadmap and prioritize upcoming projects.
- Produced process flows, low- and high-fidelity mockups, and prototypes for multiple new product features, bug fixes, and enhancements.
- Iterated on product research, design, and implementation processes, working collaboratively with engineers, research, and product management.

Senior UX Designer
2017–2019

Introduced user experience design to Binary Defense.

- Conceptualized and implemented a responsive design system for a web application, including accessible color palette, typography, and interaction patterns.
- Facilitated user research with both in-house analysts and external users, advocating for their needs in the product planning process.
- Implemented dark mode by customizing the design system to respond to the OS default and a custom user preference.

Society of Grownups (MassMutual)

Brookline, MA

Startup focused on fostering financial literacy through education and individualized advice.

**Culture Architect /
Interaction Designer**
2014–2016

Reporting to CEO, created a cohesive customer experience and improved internal processes during 10x business growth.

- Partnered with the CEO to design an organization structure that reduced task redundancy and improved communication between teams.
- Designed and participated in interview and onboarding processes, reducing time to productivity and increased satisfaction in new employees by improving access to needed tools and information.
- Planned and moderated multiple off-site meetings and company retreats.
- With IDEO, designed a Webby Award-winning website that helped people build a plan to accomplish their financial goals.
- Led usability studies with our customer service team, producing iPad mockups that improved the physical customer check-in process, eliminating a large driver of customer dissatisfaction.

Get in touch

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- https://andrewpucci.com
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UX Design Manager

Skills

- People Management
- Workload Prioritization
- Mentorship
- Recruitment & Hiring
- Organization Design
- Wireframes
- Prototypes (All Fidelities)
- Competitive Analysis
- Usability Studies
- Storyboards
- Surveys
- HTML / CSS / JavaScript

Tools

- Adobe XD
- Balsamiq
- Adobe Illustrator
- Sketch
- InVision
- Camtasia
- Adobe Photoshop
- Git / Github / GitLab
- Visual Studio Code
- Keynote / Powerpoint

Telerik

Hudson, OH

Services division of a Bulgarian software company that creates tools for software developers.

User Experience Designer
2012–2014

Improved usability of software products across both Telerik and third-party client systems.

- Collaborated with designers in Bulgaria to create a style guide establishing a consistent visual identity across all platform products, then used this to design wireframes and user interface prototypes for a software analytics application.
- Partnered with engineers in Denmark to add a new custom dashboards feature in a software analytics application, making the information most important to users easier to find.

FirstEnergy

Akron, OH and Remote

A Fortune 500 electric utility serving customers throughout Ohio, Pennsylvania, and New Jersey.

Data Modeler	2008–2012
Web Developer	2007–2008

Education

Master of Science, Information Architecture and Knowledge Management (UXD)
Kent State University, Kent, OH

Bachelor of Science, Software Engineering
Clarkson University, Potsdam, NY

Speaking Engagements

From Red to Green and the Confusion Between: An Exploration of Color Accessibility
Sacramento DESCO, November 2018

Volunteer Experience

Board of Directors, President of the Board
UXPA (User Experience Professionals Association) Cleveland

Chapter Chair
NORASIST (Northern Ohio Chapter of ASIS&T, Association for Information Science and Technology)

Board of Directors, President of the Board
Young Professionals of Akron

Volunteer (Peer Reviewer)
UXPA Boston Conference

Volunteer (Peer Reviewer)
Information Architecture (IA) Summit