Andrew Pucci

User Experience Designer

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 (Sacramento, CA & Stow, OH)

Software company providing protection against and visibility into cyberattacks.

Senior UX Designer
2017–current

Led design for Binary Defense Vision product team.

- Created and implemented a responsive design system throughout the product, including accessible color palette, typography, and interaction patterns.
- Facilitated user research with both in-house analysts and external users, maneuvering product team from expert design to user-centered design.
- Hired and managed a junior user researcher.

Society of Grownups (MassMutual)

Brookline, MA

A startup focused on fostering financial literacy through education and individualized advice.

User Experience Designer
2014–2016

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

- 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 mockups which, once implemented, improved the customer check-in process, eliminating back-up at the door.
- Created wireframes for and implemented a sweepstakes page for a marketing promotion, resulting in increased brand awareness via social platforms.
- Designed and participated in interviewing and onboarding processes, accelerating productivity in new employees by improving access to needed tools and information.

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.

- Developed wireframes and prototypes for a software analytics application, adding a new offering to a larger suite of products.
- Recruited for and ran usability studies for software development and debugging tools, leading to design improvements that reduced the amount of support requests for these products.
- Ran surveys, usability studies, and created wireframes for websites across the Telerik portfolio, increasing their usability and marketability.

Values

- Always be learning
- Be honest
- Have flexibility
- Make a difference
- Practice inclusion
- Provide transparency
- Seek autonomy
- Strive for balance

Get in touch

- hi@andrewpucci.com
- https://andrewpucci.com
- @AndrewRPucci
- /in/andrewpucci

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User Experience Designer

Skills

- Wireframes
- Prototypes (All Fidelities)
- Competitive Analysis
- Usability Studies
- Storyboards
- Surveys
- Participant Recruitment
- Blueprints / Sitemaps
- HTML / CSS / JavaScript
- Agile Methodology
- Organization Design

Tools

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

FirstEnergy

Akron, OH

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

Data Modeler
2008–2012

Worked with business clients to gain an understanding of their operations, helping design reporting systems that will answer their most important business questions.

- Interviewed business clients to produce deep insight into their business processes and needs. This knowledge was then built into data models and wireframes for reporting interfaces which gave clients the ability to make data-driven decisions.

Web Developer
2007–2008

Developed tools for users of our internal and external websites.

- Implemented web applications in J2EE, HTML, and CSS, notably increasing stability of "contact us" form.
- Administered a web content management system, enabling business users to easily update content on customer-facing website.

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
Sac 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