Andrew White

~~Graphic, web, UI/UX, product, print, video, brand designer.~~
Aficionado of all things design.

D E S I G N

andrewwhitedesign.com
white_andrew@icloud.com
717.419.6315
Lancaster, PA

Profile

I currently lead a team of designers and developers who build cross-channel marketing campaigns for the top 1,000 retailers in the world. I am a creative, hard working designer with executive-level management experience. I am comfortable creating, managing, and directing content across a wide range of mediums.

Experience

Manager, Campaign Developers   January 2022- Present
Bluecore

- Hired and mentored a cross-functional team of 8 that work directly with world-class clients (including Nike, UnderArmour, Lenovo, Disney, GAP, CVS, Neiman Marcus, and more)
- Developed and implemented comprehensive support documentation, reducing ticket turn time by more than 40%
- Interfaced with key stakeholders across departments to develop and improve the Bluecore platform UI/UX, which increased efficiency and improved client retention by 15%
- Managed 4 designers, 3 developers, and 1 Quality Assurance person across all partner requests, working with major brands to deliver consistent results within 30-day go-to-market deadlines
- Facilitated training and development for the team's continued growth to reduce errors by 43% and improve efficiency by 40%

Senior Designer   April 2020 - December 2021
Listrak

- Helped develop processes and practices for managing design standards for visual layout, graphics, modals, and forms, decreasing production time by 13%
- Lead ideation sessions with cross-functional teams to determine user flows for off-site solutions and propose key updates, contributing to a e increase in client revenue of 21%
- Provided full-service strategic design for daily client expectations, resulting in 12-21% growth to e-commerce revenue
- Rebuilt and wrote departmental documentation through site mapping, user journey mapping, and task flows, leading to reduction of 15% ticket turn time
- Created digital products for a wide range of high-visibility clients, adhering to each client's unique visual identity / brand voice, resulting in a 79% on-site conversion increase

Chief Creative Officer   January 2012 - August 2019
HEX Performance

- Created and managed the brand, growing it from unknown to a company valued at $52M, by building and overseeing all aspects (website UX/UI, packaging, print, digital, video, social media)
- Created a full-featured ecommerce website focused on SEO, UX, and conversion that generated 50% growth year over year
- Collaborated to create successful marketing campaigns that drove consistent retail growth
- Created award-winning packaging that successfully sold into over 2,500 retail locations
- Decreased production costs 30% by negotiating pricing, while ensuring ongoing quality and positive vendor relationships
- Managed internal and external creative teams in successful projects from concept through execution
- Transformed rough ideas and general concepts into high quality actions, products, and messaging

Freelance Designer   May 2006 - Present
Andrew White Design

- Brand identity, event signage, visual design, responsive email design and development, website journey mapping, wireframes, polished design, and development

Skills & Tools

Tools: Adobe Creative Suite (Photoshop, InDesign, Illustrator, XD, After Effects, Premier Pro), Figma, Jira, Monday, Trello, Slack, Visual Studio Code
Development: HTML, CSS, Javascript, PHP, Jinja, WordPress, Accessibility Best Practices
Management: Leadership, staff mentorship
Written communication: Creative briefs, branding, style guides, design systems, documentation

Education

Bachelor of Arts in Art - Graphic Design & 3D Art   2010
Belhaven University | Graduated Cum Laude, Scholarships in Academics, Visual Art, and Vocal Performance