

# Andrew Finch

Senior Product UX/UI Designer  
& Customer Experience Leader

PORTFOLIO: ARRESTEDMACHINE.COM

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275 Union Blvd / #901 / Saint Louis, MO / USA

US Citizen / Open to relocation

 <https://linkedin.com/in/andrewbfinch>

## SUMMARY

Senior Product Designer with 20+ years of experience delivering enterprise-scale, customer- and employee-facing digital experiences across SaaS and complex business systems. Proven contributor within cross-functional, agile product teams, influencing product outcomes through research, interaction design, information architecture, and UX strategy. Strong background in design systems, accessibility, and DesignOps, with hands-on application of AI-assisted design and automation tools to accelerate research, prototyping, and iteration.

## PROFESSIONAL EXPERIENCE

### Customer & Market Engagement

*Abstrakt Marketing Group | Saint Louis, Missouri USA*

*Oct 2025 - Present*

- Conducted high-volume discovery conversations to identify user needs, mental models, objections, and decision drivers, informing UX and CX strategy.
- Consistently met 90–100% of monthly performance expectations in a metrics-driven environment.
- Strengthened stakeholder communication, adaptability, and feedback synthesis, directly applicable to iterative UX delivery and product decision-making.

### Product Design Lead

*HYPE Innovation | Bonn, Germany (Remote)*

*December 2022 - March 2024*

- Owned end-to-end UX initiatives from concept through implementation within agile product teams.
- Influenced product decisions using research, UX best practices, and analytics, increasing engagement and usability.
- Improved cross-functional collaboration by 20% QoQ through standardized design processes.
- Designed and implemented the organization's first enterprise design system, enabling consistency, scalability, and accessibility.
- Partnered closely with Engineering to deliver feasible, efficient solutions aligned with technical constraints.

### Manager of Interactive Design

*DocuWare | Germering, Germany (Remote)*

*September 2018 - August 2022*

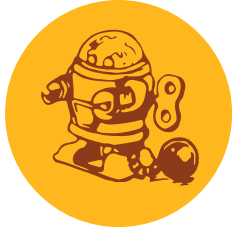
- Co-founded and scaled a UX team supporting customer- and employee-facing enterprise applications.
- Improved System Usability Scores by 35%+ through research-driven redesigns and workflow optimization.
- Led usability testing (moderated and unmoderated), heuristic reviews, and hypothesis validation across iterations.
- Tripled feature delivery while modernizing UI and reducing cognitive load.
- Contributed to improved Gartner ratings through consistent UX quality and delivery.

### Senior Interactive Designer

*Motivation Technologies | Saint Louis, Missouri USA*

*March 2012 - August 2018*

- Drove LMS and mobile app user growth through effective UX/UI design, prototyping, and iteration, from 300k to 1.8M.
- Delivered gamified e-learning content and branded promotions to global clients.
- Used 2D/3D motion graphics to deepen brand engagement year-over-year.
- Mentored creative staff and introduced core UX principles, boosting team performance.
- Improved content recognition speed by 20% through intuitive interface enhancements.



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## Project Manager

Atomicdust | Saint Louis, Missouri USA

March 2010 - October 2010

- Introduced project management methods and tools that improved scheduling, budgeting, scope control, and vendor management.
- Increased task completion rate by 25% and strengthened vendor relationships.
- Oversaw large-scale project phases, from concept through delivery.

## Earlier Graphic Design Experience

Atomicdust • Senior) CFX • Sandbox Creative | Saint Louis, Missouri USA

March 2005 - March 2010

- Created print, web, and multimedia assets for various clients.
- Improved message clarity through stakeholder collaboration.
- Enhanced marketing impact with visually compelling, brand-aligned design work.

## Additional Experience

Freelance Design | Globally (Remote and on-site)

March 2005 - Present

## SKILLS

Including, but not limited to:

Product Design • UX/UI • Interaction Design • Visual Design  
Information Architecture • Systems Thinking • UX Strategy  
User Research • Usability Testing • Hypothesis-Driven Design  
Design Systems • DesignOps • Accessibility (WCAG 2.0+ AA)  
Responsive & Adaptive Design • Mobile, Web & Desktop  
Agile / Scrum • Cross-Functional Collaboration  
AI-Assisted Design • Workflow Automation • Generative AI

## SOFTWARE

Design & Prototyping: Figma, Adobe Creative Suite, Sketch, XD, Axure, InVision

AI & Automation: Make (Figma), Claude Code, Lovable, AI-assisted prototyping and research tools

Research & Delivery: Jira, Rally, Aha! (working knowledge), usability testing platforms

Development & Platforms: HTML/CSS/JavaScript (Elementor, Webflow, Canva, etc...)

3D / Motion: Cinema 4D, Blender, Unity

Productivity: M365, Microsoft Word, Excel, PowerPoint

## EDUCATION

Bachelors of Fine Arts (BFA): Major in Graphic Design

Minors in Printmaking and Art History

2004 | University of Missouri - Saint Louis

## AWARDS

- Intel Retail Edge Program — Best in Class (Berlin 2017, Milan 2016)
- Academy of Multi Level Marketing Awards - Multiple (2010)

## PERSONAL

I enjoy most creative endeavors in my free time, such as creating and viewing fine art, writing music, and reading. Travel is a large part of my life and I am always looking for a new adventure. The world of nerdiness tends to draw my attention as well.

**Available immediately. Negotiable salary.**