ANDREW BAYROFF
Visual/UX Designer

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 LinkedIn

 Background at a glance
- UX/Visual Design
- Wireframing & prototyping
- Art Direction
- Typography
- Team leader & problem solving
- Breaking Bad trivia
- Web & Mobile Design
- Responsive Design
- ADA
- Copywriting
- Social Media
- Agile
- Print (that's right, print)

 Software & Tools
- Adobe Creative Cloud
- Sketch/Craft/InVision
- Figma
- Axure
- JIRA

 Industries
- Technology/SEO
- Pharma/Healthcare
- Publishing
- Family
- Entertainment
- FinTech

Knowledge of
- HTML/CSS
- After Effects

I am searching for an opportunity to do more than just design—beyond pushing pixels—but collaborate, build, and create.
Be part of a team, mentor, and learn. And drink coffee.

Senior Visual/UX Designer / Morgan Stanley / October 2018 - Present
Visual/UX design and protoyping across the FinTech group
- Led assessment of project & staffing management software cataloging inconsistencies, redundancies, and areas to improve workflow and end-user experience
- Rebranded and redesigned software creating one eco-system agnostic of goal or task, working with on/offshore dev team and PM's in an Agile environment
- Owned internal development of wireframes, prototypes (in Sketch), and a 200+pg style guide detailing corporate requirements for new UI and visual design system
- Inter-department projects included site design, logos, iconography, and UX assessment

Senior Visual Designer / Bank of America, Merrill Lynch, U.S. Trust / Jan 2017 - Aug 2018
Creating future state and live design solutions
- Lead designer on visual design + prototype enhancement to spending & budgeting section offering clients advanced features for control of their income, spending, and overall financial picture
- Led campaign of cross-brand adoption of email alert redesign dedicated to client accounts, security, and financial stability
- Rebranding and repositioning the U.S. Trust mobile app to increase adoption and usage, while bringing it closer to the global mobile brand

Senior Visual Designer / Conductor / Sept 2015 - Sept 2016
Visual Design for all features across SEO SaaS platform following a user centered design process
- Increased end user interaction on dormant pages by nearly 20-80% with a four month exploratory research effort on complete redesign of main SaaS navigation. Interviewed TeamCEO and other major stakeholders, coupled with mood boards and company-wide presentations
- Shaved hours off documentation and day(s) off launch of crucial software updates by streamlining the process between design and the dev team by adding key update meetings throughout project life cycle
- Collaborated directly with VP of Product and PMs to understand business goals and requirements, UX Design on direction and functionality, and Dev Ops on documentations, implementation, and debugging

Visual/Interactive Designer / Freelance & Contract / Sept 2013 - 2015

Accenture/Anthem - SMB management system software
- Visual/UI Designer for internal ecosystem software changing the way business owners conduct day-to-day tasks such as bills, inventory, and payroll
- Desktop and mobile design, supported by interactive wireframes, crucial in finalizing stakeholder buy-in
- Collaborated directly with senior management on project direction, presentations, and approach

Accenture/Anthem - Health management system software
- Implemented critical UX/UI updates to software redesign that decreased new patient input time in conjunction with streamlined the editing, updating, and sharing of existing patients
- Conducted Q&A sessions with end-users that resulted in the design of key UI components including navigation, branding, and iconography
- Collaborated remotely and on location with in-house UX team, coders, and stakeholders
- UI updates exceeded both stakeholder and end-user's expectations resulting in contract extension

Workstra - Assessment-based online software (SaaS)
- Company secured meetings with major banks due to redesigned dormant B2B website utilizing BootStrap
- Designed and implemented social media campaign across LinkedIn, Google+, Facebook, and Twitter
- Increased end-user knowledge of software with custom artwork used in sales and promotional materials and training videos

Free Standup Festival - Week-long standup festival in NYC, Brooklyn, and Queens
- Co-producer and performer alongside local and headlining comics
- Visual Design, copy writing, and management of festival site and social media presence

a bit more

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Education
- The Savannah College of
  Art & Design:
  BFA Graphic Design
- Continuing Ed: NYU, SVA

Published
- Midpoint
  Small town suspense

- "Check, Please!"
  Comical dating book

- Pushing the HACK"
  NYC Taxi history

- The Stuff Type Is Made Of
  Foundational typography

Design Instructor
- Santa Monica College
- Learning Tree University
- The Art Institute

Interests
- 3D printing
- Future tech
- Anything SpaceX
- Cold brew
- Original Star Wars

Senior Visual Designer / Logical Design Solutions / July 2011 - Sept 2013
Interpreted and translated wireframes, client brand, and project needs into coherent, streamlined solutions
- Visual & UX/UI designer for internal eBay iOS app solution allowing VPs and executives to review, sign,
  or decline contracts more efficiently as they traveled
- Contract secured in response to initial custom global HR portal design for Eli Lilly and AIG
- Axure was utilized for wireframing and interactive prototyping for internal and external client stakeholders

Creative Director / SharedBook, Inc / Oct 2005 - July 2011
Company-wide design solutions promoting company's proprietary print-on-demand technology
- Company signed both government and major university contracts in direct response to rebranding and
  redesign of corporate website moving from original B2C to a more effective B2B business model
- Corporate and private sales increased in response to digital, print, email and marketing campaigns
- Coordinated weekly meetings with Israeli development team on product features, bugs, and launch time
  lines utilizing JIRA
- Continuously supported, challenged, and mentored a seven person design studio team including coders,
  designers, and interns

Art Director/Designer / Freelance & Contract / New York / Aug 2004 - Oct 2005
Visual Design for print, Web, and branding solutions
- **BrandBuzz/Y&R:** Art Director on campaign pitch & logo design for Long John Silver's and Sunkist
- **Jack Morton:** Designed custom graphics and collateral pieces for Lipitor and Aricept
- **J. Walter Thompson:** Art Director on ad campaign for Sun Life Financial and University of Penn
- **MetLife:** Created brochures and various marketing materials

Pre 2005 work experience

Principal / Thumbnail Studio / Los Angeles
Niche design studio catering mainly to sole proprietors for web, print, and branding
- Rebranded and created on-line presence for Los Angeles based The StepFamilyCenter
- Redesigned and consulted on construction benefits Web site for PSA Benefits
- Designed and maintain baby stroller accessory Web site Strollometer
- Responsible for all print materials, Web site design and branding for AngelFacePhotography

Designer / Ogilvy & Mather / New York
Graphic design, pre and post production
- Creation of direct mail packages and brochures for clients including IBM, Jaguar and American Express
- Designed and incorporated an archival and back-up system for studio servers and client projects

Additional agencies
Draft / Bates SW / KPMG Publicis / Havas Lynx / Deutsch