

Andrew Sulema | Hands-on user experience leader of 20+ years with strong knowledge of all aspects of user experience design | design@sulema.net^(v) | www.sulema.net^(w)

Résumé

Profile

Transformational design leader with a record of accomplishments focusing on growth and value creation through data-driven strategies, understanding of business objectives, fresh thinking, and solid execution. Passionate about identifying white space opportunities, creating exceptional customer experiences, driving business model and digital innovations, and collaborating effectively across clients, functional teams and senior leadership to deliver outstanding results.

Key Strengths

STRATEGIC VISION & PLANNING

UX/UI DESIGN DIRECTOR

CROSS FUNCTIONAL TEAM LEADERSHIP

BRAND STEWARD & PRODUCT MARKETING

CUSTOMER GROWTH STRATEGY

CREATIVE DIRECTION

WEBSITE DEVELOPMENT & MANAGEMENT

DIGITAL & PRODUCT AWARENESS

HANDS-ON INSIGHT DRIVEN

WORKSHOP PRESENTATIONS

Experience

2006 - Present | Owner & Creative Director

Gorilla Industries, Washington, DC

Owns and operates a boutique business graphic design agency. Oversee all business objectives, graphics, and marketing. Instituted a Gorilla adoption initiative in order to help protect and conserve endangered Gorillas.

Experienced design expert who serves as an advisor to clients to help achieve success and reach business goals

- As creative director for Big Sister of Boston, crafted innovative digital strategies that drove internal engagement and brand awareness. Successfully designed and delivered annual reports, main website, and other marketing collateral distributed to stakeholder and executive leadership.
- During 2010-2013 Gorilla was selected by BroadSoft, Inc. to lead the design direction, build the brand, and deliver BroadSoft Connections materials including logos, collateral, and the conference website, growing participation and sponsorship exponentially.
- Larry King Cardiac Foundations requested a micro site to help increase sponsorship and raise more funds to support the cause. Designed a custom page to capture details and process payments.
- Developed a new service brand under the Drum Loyka and Associates banner, crafted key positioning statements, and instilled a consistent brand personality in all communications, contributing to more client engineering projects and continued customer satisfaction.

2015 - 2019 | Senior Manager User Experience

Cisco Systems, Inc.

Achieved success with design-thinking, driving business goals and delivery of end-to-end collaboration tools, with a focus on the customer journey and end-user compatibility requirements to enhance the customer experience

Build world-class UX/UI engagements with simple intuitive design-thinking and smart implementation

- In the first year, designed and managed UI/UX for Rogers Unison. Modernized and up-leveled the capabilities of an enterprise wide self-serve web portal, softphone, and fixed mobile convergence application to one that is now recognized as best-in-class.
- Led a team of UX designers in the US and India, raising their capability, level of expertise, and contribution of the design team and establishing a highly collaborative, productive, and cohesive team.

UX Highlights

UX Design
Personas Ideation
Brand Management
Design-Thinking
Lean UX
Human Centered Design
Agile Methodologies
Accessibility
User Flows
Quantative Research
Qualitative Research
Information Architecture
Strategic Development
Wireframing & Prototyping
Content Strategy
Concept Sketching
User Testing
User Interface Design
Product Development
Product Marketing
Digital Engagements
Data Management
Workshops & Demos
Executive Presentations
Micro-Sites
Requirements Definition
Branding Guidelines
Iconography
Interaction Design
Cross Functional Team
Leadership

- Collaborated with upper management, developers, business analysts, system analysts, project managers, product owners, quality assurance, UAT, SIT, scrum masters, and stakeholders to meet tight deadlines and deliver all UX deliverables.

Recognized creative leader for global reach clients in the Fortune 100 telecommunication space

- Performed key role in improving UX/UI for AT&T's Collaborate app product and services. Refined the UI, typographic, and CATO compliance requirements, and received a J.D. Power 2018 Business Wireline Satisfaction Award.
- First time we combined two collaborate platforms TeamOne and UC-One to allow calling features.
- Managed multiple mobile UX projects for AT&T, Verizon, Telenor, BT, Orange, and Gamma, each being successfully launched on web, iOS, Android platforms, and available in the app stores.

***2011 - 2013 | Instructor
Boston University Center for Digital Imaging Arts (CDIA)***

Provided instruction in the fundamentals of graphic design, developed students of all levels to become familiar with print and web to be prepared for real-world business scenarios. Taught the importance of typography and how it relates across different mediums and platforms

- Mentored, expanded, advanced and evolved students for portfolio preparation as part of the curriculum giving students insight and setting expectations to build confidence and strength in the interview process.

***2006 - 2008 | Senior Art Director
Fahey Davidson, Washington, DC***

- Designed and managed advertising for The Nature Conservancy published and distributed world-wide.
- Updated the brand for William & Mary College with edgy design styles and contemporary typography.
- Built and designed intro animation to showcase the Acterna brand to bring awareness to the market.
- Managed Sprint account producing collateral and marketing materials to target new market segments.

***2004 - 2006 | Art Director
Supan, Washington, DC***

Designed marketing collateral and data manuals for MCI, Microsoft, and Hughes Network. Art directed photoshoots and led a team of designers to capture and implement strategic campaigns.

- As part of the executive creative staff, worked on strategic campaigns for AOL and TimeWarner to be used as a benchmark sales tool, as well as programs throughout the company.

***2001 - 2004 | Art Director
Discovery Communications LLC, Silver Spring, MD***

Led all print design initiatives for Animal Planet, creating brand collateral, title treatments, logos and brochures for Discovery Channel and Discovery Health.

- Procured novelty items and designed corporate giveaways for BBC America, TLC and Animal Planet.
- Built and designed interactive flash quizzes distributed to the public and hosted on the web.

Technical Skills & Tools

Adobe Photoshop
Sketch App
Adobe Illustrator
Adobe Acrobat
Quark
Adobe Indesign
InVision
Wordpress
Axure
Zeplin
SmartSheets
HubSpot
Atlassian Jira
Atlassian Confluence
QuickTime
Google Suite
MS Office Suite
WordPress
Adobe Dreamweaver
Salesforce
Concur
Flash
Mac
PC
iOS
Android

Education

***Bachelor of Fine Arts
Graphic Design,
Corcoran College Art + Design***

References

<http://www.linkedin.com/in/andrewsulema>