

Andrew Gucwa

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BACKGROUND

10+ years crafting intuitive digital products from ambiguous ideas.

As Associate Director of UX Design at Innocean USA, I lead enhancements and maintenance on Hyundai's US marketing site.

LEADERSHIP SKILLS

Design Mentorship

Team Leadership

Cross-Functional Collaboration

Design Feedback & Critique

Project Management

Workshop Facilitation

Agile & Waterfall

DESIGN SKILLS

User Experience Design & Strategy

Human-Centered Design

User Interface Design

Interaction Design

Prototyping

Documentation

Design Systems

Figma, Sketch, Adobe CC

EDUCATION

BFA New Media Design

Minor in Communication

Rochester Institute of Technology

Rochester, NY

EXPERIENCE

Innocean USA

Associate Director of UX Design
Senior UX Designer

Huntington Beach, CA (Remote)

May 2024 – Present

Sep 2023 – May 2024

Led UX efforts for Hyundai's digital experiences, balancing user needs, business goals, and technical constraints for the site's 10M+ monthly visitors

Provided regular feedback for up to 5 UX designers across 11 concurrent projects, ensuring quality, consistency, and on-time delivery of the team's output

Mentored designers and provided career guidance during 1:1s

Helped scale the team from 4 to 15 UX designers within 6 months

Implemented workflow and process improvements that increased efficiency and reduced friction across the UX team

Thermo Fisher Scientific

Senior UX/UI Designer

Carlsbad, CA (Hybrid)

May 2021 – Aug 2023

Led weekly stand-ups for up to 5 top priority projects at a time, helping teams run efficiently, removing blockers, and providing UX insight when applicable

Collaborated directly with product teams, subject matter experts, industrial designers, and researchers to bring each product's vision to fruition

Designed a low-cost touch UI for use across 10 cold storage devices, cutting development and production costs while creating a cohesive experience

Delivered 100+ screens/states of a cloud application to plan, organize, and document experiments, allowing labs to increase efficiency and reduce errors

Saatchi & Saatchi

Senior UX Designer
UX Designer

Torrance, CA and Remote

July 2019 – May 2021

Feb 2018 – July 2019

Concepted future visions of Toyota's digital ecosystem while ensuring day-to-day projects exceeded expectations for the site's 10M+ monthly visitors

Led UX on high-profile cross-departmental initiatives, including the launch page for the GR Supra and an interactive installation to welcome 350+ employees in Saatchi's new office

Shaped the design team's Agile workflow alongside producers, ensuring designers had the space to explore creatively while still meeting tight deadlines

Odopod

Interaction Designer II
Interaction Designer I

San Francisco, CA

Aug 2016 – Feb 2018

July 2014 – Aug 2016

Designed marketing sites and ideated future concepts for many high-profile clients, including Google, LG, Visa, Roche, Sub-Zero, Tesla, and Hennessy

Augmented the PlayStation team as an in-house product designer on the PS5 UI, which is in use on 90M+ consoles worldwide