Andrew J Fitzpatrick

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Education

Rhode Island School of Design | Providence, Rhode Island

BFA Graphic Design, 2001 – 2003

Experience

AJF Design, LLC | San Francisco, CA

UI/UX Design Direction, 2015 – present

AJF Design provides design and UX services including hands-on design and direction to product teams. Notable clients include Twitter, Eventbrite, SpaceX, and Narvar.

SpaceX | Los Angeles, California

Design & UX Consultant, 4/2016 – 10/2016

SpaceX designs, manufactures, and launches advanced rockets and spacecraft, including the Dragon 2. Interior cabin touchscreen displays provide real-time information on the state of vehicle capabilities – anything from position in space, to possible destinations, to the environment on board.

• Created wireframes and UI for vehicle touchscreens, working with space operations team

• Presented designs and UI flows to SpaceX teams and NASA clients, including astronauts

• Developed a style guide and design specifications for unique conditions of space travel, such as touch targets for astronaut gloves and legibility during screen vibration

• Worked closely with engineers to understand hardware and technical limitations, identifying and prioritizing user experience gaps and design dependencies

• Produced and delivered detailed designs for vehicle touchscreen UI

Eventbrite | San Francisco, California

Design & UX Consultant, 11/2015 – 3/2016

• Eventbrite is a global marketplace for live experiences, offering apps and tools for event organizers and consumers to find, create, and manage events.

• Reimagined the Event Creation product experience, partnering with in-house design and research teams to optimize user flows and design product screens

• Created concepts, wireframes, user flows, and UI screen designs for an iOS app

• Presented design work and concepts to internal leadership and company board member

• Redesigned UI and UX for platform applications marketplace and product integration

Sony | San Francisco, California
Associate Creative Director, 2012 – 2015

Sony's Global Design Framework consolidated regional web properties in over 60 countries and 26 different languages into a single platform with a globally shared back-end, CMS, and responsive design system.

• Directed a team of 10–14 designers, UX architects, strategists, and front-end developers producing and designing product content experiences for global users

• Led the design of browser-based software, defining vision and strategy, representing product requirements in wireframes, designing application UI patterns and components, and working closely with global engineering teams in India and Turkey

• Contributed to the creation, implementation, and evolution of a modular style guide and UI component library through concept, direction, and hands-on design

• Worked globally with teams in Japan, England, Belgium, India, and Turkey; including extended travel to Tokyo, Japan and Istanbul, Turkey

• Guided agency produced video and photo shoots from concept to production

Sapient | Santa Monica, California
Senior Art Director, 2005 – 2011

Leading design and technology agency delivering holistic solutions for e-commerce, web, and device. The company partners with Fortune 500 clients in industries such as consumer electronics, travel, and communications.

• Directed design and creative projects for multi-disciplined teams of designers, developers, and copywriters executing large scale e-commerce and web redesigns for enterprise clients

• Guided career growth and regular performance reviews for up to 5 direct reports

• Partnered with project management to effectively manage team work load and schedules

• Presented and pitched projects and design solutions to clients and decision makers

• Coached client teams to structure and improve design organization, process, and delivery

Sequel Communications | Providence, Rhode Island
Designer, 2004 – 2005

Technical Skills
• Expert proficiency in Sketch & Adobe Photoshop/Illustrator

• HTML, CSS, and extensive experience working with developers and engineers

• Photography, Illustration, Icon creation, Sketching and Drawing

• Design direction, design management, presentation experience