

# **Andy Rench**

## **Product experience & UX design**

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### **Director of Product Design**

AVIA, 2016 - present

Product design leader for AVIA Connect, a digital marketplace where health systems can browse, research, and decide on digital health solutions. Demonstrated measurable impact by leading my team to build and manage a custom design system as well as led the product team through a research discovery process that resulted in the pivot of our product from an internal customer enablement tool to a successful B2B marketplace.

### **Director of Product Design**

ForgeWorks, 2013 - 2016

Principal design partner responsible for leading product design initiatives in the creation of project-based learning applications used at Northwestern University and beyond. Played a key role in designing the flagship product the Digital Loft, which is an online community of social innovation projects. Additional engagements included a partnership with Design for America and mentoring for undergrad design students at Northwestern University.

### **UX Design Director**

Andrew Rench Design / Freelance Contractor, 2009 - 2013

Founder of the full-service design, UX, illustration and web development practice Andrew Rench Design. Responsible for the creation of UX and product design, branding, original graphic design, and complete website development for local and regional clients.

Freelance UX design for various clients and agencies in the Chicagoland area. Projects ranged from web application design to marketing experiences for a variety of top global brands.

AbelsonTaylor, AVIA, BBDO, Design Kitchen, Draftfcb, HY Connect, PROiNK, Razorfish, Ryan Partnership, Sandstorm Design, Wirestone, ZORO

### **Senior Interactive Art Director**

Wunderman Chicago, 2007 - 2009

Played a leading role in the creative design process and technical build of interactive web experiences for top national brands. Projects included consumer-facing websites, microsites, online games, banner promotions, email communications and other specialized web features.

### **Director of Interactive**

Claire's Stores, 2006 - 2007

Oversaw all interactive and creative aspects of the Claire's family of websites. Responsibilities included providing creative direction to designers and content creators, creating and maintaining project plans and leading initiatives to create engaging, interactive web features.

### **Creative Director**

zZounds.com, 2003 - 2006

### **Senior Art Director**

Norton, Rubble and Mertz Advertising, 2001 - 2003

### **Senior Designer**

Inforte Design Group, 1999 - 2001

### **Education, Training, Skills and Projects**

BFA - The School of the Art Institute of Chicago, 1995

User Interface Engineering Usability Training

Figma, Sketch, InVision, Axure, HTML/CSS, Adobe Creative Suite