

# **Andy Rench**

## **Product & UX design**

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## **Education & Skills**

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

Product Design, UX Research,  
Information Architecture, Visual  
Design, Team Leadership,  
DesignOps

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

## **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 two-sided marketplace.

## **ADPlist Mentor**

ADPList, 2022 - present

Design mentorship for designers around the world via the APDlist platform.

## **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**

Design for America - freelance, 2013 - 2015

Provided UX design and marketing services for the organization, mentored design students in the program, and supported the DFA presence on the Loft, a digital project-based learning platform.

## **UX Design Director**

Freelance Contractor, 2009 - 2013

UX Design services for clients in the D2C, B2C, and B2B markets at the following agencies: AbelsonTaylor, AVIA, BBDO, Design Kitchen, Draftfcb, HYConnect, 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 aspects of the Claire's family of websites including the Claire's European partners.

## **Creative Director**

zZounds.com, 2003 - 2006

Creative Director for Mbira Technologies which runs and maintains multiple, large-scale e-commerce websites including zZounds.com, SameDayMusic.com and Gearwire.com.

## **Senior Art Director**

Norton, Rubble and Mertz Advertising, 2001 - 2003

Specialized in web, print and interactive media. Projects included the design and implementation of the Craftmaster website and development of the James Hardie Manufactured Housing experience.

## **Senior Designer**

Inforte Design Group, 1999 - 2001

Contributed interactive and creative services for an international experience design agency.