



ANDREW PIERONI

DESIGNER AND CREATOR

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I apply UX and design thinking to develop creative solutions that deliver impactful experiences. I like working with people, and putting people at the centre of my work.

EXPERIENCE

CIBC (.com Projects Team) | Toronto, ON

Visual Designer | June/22 - Present

I worked with a team of experts to design and build several complex calculators and expansive content hubs. I collaborated with Accessibility and Design Systems to establish best practices for visual data representation across the site. I've taken on small governance projects to improve components and accompanying documentation. I've also contributed video production skills to several internal projects.

ANDREW PIERONI DESIGN (Freelance) | Toronto, ON

Visual & UX Designer | May/15 - Present

I develop and build well-informed, custom solutions that apply user experience research, ideation and prototyping that allow my clients to communicate clearly and effectively with their users. Contracts include both independent and collaborative projects for brands and agencies from a wide range of industries including: health & safety tech, real-estate, automotive, private education & professional development. Further creative projects include: brand identity, graphic and package design, photography and videography.

BUDEE SOLUTIONS INC. | Calgary, AB (Remote, Part-time)

UX & UI Lead | June/20 - May/22

Joined a health & safety technology start-up to create their brand identity and lead UX/UI development of their primary products - a workplace safety app and company website. Key activities include: UX research, user testing, wireframing, prototyping, concepting/design system building, user testing and iterative optimization.

MIAMI AD SCHOOL TORONTO | Toronto, ON

Design & Communications Manager | Aug/20 - Nov/21

Applied UX research tactics & techniques to lead the development and redesign of the company website, application journeys, marketing & internal initiatives. Activities included: discovery (qualitative/quantitative research), planning/moderation of brainstorming, workshops & sprints, user persona development, journey mapping, wireframing, user testing and information architecture. As manager I was responsible for mentoring an agile content & design team, resource management, hiring and onboarding new team members. Other projects include: Curriculum building for UX bootcamps, leading implementation of full rebrand and applying a UX lens to advertising campaigns & organic content.

Senior Communications Designer | Jan/19 - July/20

Promoted to Communications Designer, my work focused on user-centric design and collaboration with various departments to enhance the experience and efficacy of our creative, advertising and marketing channels. Responsible for spearheading the response to the Covid-19 Pandemic, which involved planning, communications and shifting all functions to online platforms. To further my career in the UX field, I also pursued and graduated from the M.AD intensive User Experience Bootcamp alongside my work.

Designer & Content Creator | Aug/16 - Dec/18

Joined a renowned advertising school for the launch of its Toronto chapter. Responsible for establishing internal/external visual communications including planning & execution of graphic design (web, social, print, digital), production & editing of original photography and videography.

DURASYSTEMS INC. | Toronto, ON

Graphic Designer + Web Manager | Nov/14 - July/16

In-house designer and content creator responsible for web, digital and print communications design, marketing materials, and production of photography and videography.

SKILLS

UX Research	Photography
UX Design	Videography
User Testing	Editing
Presentation	Graphic Design
Narrative	Prototyping
UI Design	Branding
Design Thinking	Concepting

TOOLS

Figma	Jira
Sketch	HotJar
Invision	Miro
Basic html/css	Photoshop
Keynote	Illustrator
Cameras	InDesign
Sharpies	Premiere Pro
AEM	After Effects

ACHIEVEMENTS

Audi RED Hackathon: 1st Place
Adobe Design Semi-finalist: Packaging
2x Tough Mudder
Fastest Kilometer: 4:02

EDUCATION

YORK UNIVERSITY / SHERIDAN
COLLEGE (YSDN)

BDes Spec Honours Design
2010 - 2014

Graduated with honours from a
specialized design program.

MIAMI AD SCHOOL TORONTO
UX Design Bootcamp Certificate
April - July 2019
Bootcamp focused on the UX process