ANDREW SHANLEY

Contact
andy@andrewshanley.co.uk
linkedin.com/in/andrewshanley

Portfolio
andrewshanley.com

Patents
Determination Of Root Causes Of Customer Returns
US 11526665 B1, Issued Dec 13, 2022

Education
Bachelor of Science (BSc), 1st-class Hons
HCI, Information and Communication Technology
Manchester Metropolitan Univeristy

Tools & Methods
Design/prototyping: Figma, Principle, Sketch, InVision, Photoshop, Keynote transitions, pen/paper
Journeys/IA: Figma, Miro, Whimsical, whiteboards
Testing: In-person, UserTesting.com, WhatUsersDo
Data/Metrics: Surveys, Optimal Workshop, Mixpanel
Research: Focus groups/interviews, A/B tests, observationals, field studies, surveys

And, for everything else: Whiteboards, Post-Its, Sharpies, teammates and collaboration

My Approach
Because every platform, problem and opportunity varies in uniqueness and complexity, my approach combines key elements from Design Thinking, Lean UX and Lean Startup

About Me
A knowledgeable user-centric UX and product designer, systems thinker and creative strategist.

Taking products from Discovery through to Delivery, I use human-centered design together with a lean, collaborative approach to turn complex problems in to desirable, business viable and technically feasible solutions.

Away from work, I enjoy the vibrant offerings of the Pacific Northwest – all without losing my Northern British roots..

Principal UX Designer at Amazon
May 2019 to present, Seattle

Prime Video: Leading VOD X-Ray customer experiences across mobile, tablet, living room and web. Initiatives include core feature improvements, researching and creating the 3-5yr future vision, end-to-end redesign, and building out the X-Ray design system.

FBA Supply Chain: Led Selling Partner CXs across mobile and web. Drove far-reaching improvement efforts across the entire user journey resulting in Seller visibility gains into their FBA inbound defects of >11% YoY, leading to an overall defect reduction of >21% YoY.

Design Lead/Director, Freelance
January to May 2019, New York

NBCUniversal via Elephant: Product Design Lead for NBCU's Peacock streaming service.

Express Scripts via R/GA: Creative Director, UX for Express Scripts's B2B platforms.

Product Design Lead at Rocketrip
May 2018 to January 2019, New York

Led research and design across Rocketrip's SaaS platform. Integrated qual user feedback signals throughout the user journey. Worked closely with Product, BA and Tech to strengthen ideation and cross-functional collaboration. Defined Design team OKRs.

Notable achievements: Ran experiments that led to an increase in product activations by 81.2%; Oversaw acquisition efforts leading to a 73% increase in platform adoption; Significantly reduced # of support contacts by improving the "Price to Beat" value prop; Built scalable mechanisms that reduced time to collect user feedback from 2 weeks to <1 day; Incentivized >10% of users to book cheaper travel via "post-booking intervention".

Director, Experience Design at Beyond
June 2012 to May 2018, New York

Founded XD department in 2012. Established UX teams in LON, SF and NYC (2012-15). Played prominent role in NYC studio growth increasing headcount sixfold from 10 to 60 (2015-18). Directed UX and research across B2C and B2B platforms for high-profile clients including Google, Just Eat, Virgin, UBS, West Elm, Sainsbury's and Viacom.

Raised profile of collaborative, lean, insights-driven design, employing Design Sprints, Design Thinking and similar innovation-centric frameworks/methodologies. Led successful pitches and RFP responses. New business wins included Just Eat, West Elm, Google Marketing (Ads/DoubleClick), Sainsbury's and MoneySuperMarket.

Lead UX at Razorfish
July 2011 to June 2012, London

Led UX and Design for Audi across discovery and delivery. Collaborated closely with BA, Product and Tech. Created north-star concepts. Led presentations to Audi stakeholders. Also led additional UX efforts for McDonald's (iOS/Android app), Telefónica (service design re-imagination), Emirates (campaign app) and Dove/Unilever (iOS campaign app).

UX Designer, Freelance
May 2010 to July 2011, London

Comic Relief: Designed the sportrelief.com donation platform. Coordinated with product, engineering and stakeholders to successfully meet key objectives. Ran user interviews, created user journeys, wireframes and prototypes, conducted user testing sessions.

Sky: Led design and user testing for Sky's first iPad app, "Sky News for iPad".

Unilever via Ogilvy: Led UX for Unilever's EU & LAC region marketing platform.

Mars via Publicis Sapient: Designed the UX for Mars's global intranet.

UX Designer at Clock
July 2004 to May 2010, London

Designed/developed W3C-compliant platforms for News International, Eddie Izzard, BBC, J D Wetherspoon and more. Awarded a BIMA for innovation for Channel 4 Intranet work.