

Andrew Sadowski is a director of visual solutions and an end-to-end designer.

5+ years of directing creative solution conceptualization and implementation. Andrew leads projects from ideation through to execution with a consultative and collaborative mindset. His research informs visual decisions and his processes enhance efficiency with a focus on human-centered experience.

In addition, Andrew has 10+ years experience as a hands on creator. He leverages his noted skills to inform and produce on-target deliverables in support of project initiatives, and the enhancement of user experience.

Andrew Sadowski – Collegeville, PA

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Work Experience

Ansys | Exton, PA | 04/2022 - Present

Senior User Experience Designer (12/2022 - Present)

Delivering user centered design solution through agile and sprint based methodologies for a variety of native and web based software applications. Production of user journey maps, wire frames, and high fidelity prototypes for the enhancement of the user experience.

- Conduct user research interviews with audiences including product stakeholders, subject matter experts, and customers for insight into software and workflow pain points.
- Participation in the conceptualization, analysis, and design of full functionality launches for web-based and desktop applications.
- Creation and oversight of UX focused JIRA board for departmental efforts across multiple product initiatives.
- Primary bridge contact between parent company UX representatives/leadership and child company activities.
- Participation in creative talent acquisition; interviewed and scouted the potential of Jr. UX designer hire.
- Mentorship of Jr. UX designer; playing an integral role in retention and career growth.

User Experience Designer (04/2022 - 12/2022)

- Creation and management of component based design systems for multiple product assets.
- Active participant in multiple development team stand-ups, with focus on representing the voice of the user.

DED Company | Collegeville, PA | 11/2021 - Present

UX Design Consultant

Contract based provider of UX design solution and consultation. Supporting wire frame and visual design production for agency clients and the oversight of adherence to design system parameters. Component based design.

iPipeline | Exton, PA | 10/2013 - 12/2021

Senior Manager of Creative Services (01/2018 - 12/2021)

Management, prioritization, oversight, and execution of visual solution projects for a variety of marketing initiatives in support of SaaS product lines and a digital B2B footprint.

- Design, development, and implementation of a custom built project management tool used to align priorities, track investment, create set-back schedules, increase efficiencies, and report analytics to departmental leadership.
- Oversight of in-house creative talent acquisition, playing an integral role in retention and career growth.
- Realignment of corporate email strategy, resulting in a 20% reduction in bounce rate, and a click rate increase of more than 15%.
- Evolution and modernization of event branding for the corporate annual user conference.
- Consultation to, and collaboration with senior leadership on design strategy, direction, and processes.
- Management of creative investment from direct reports, agencies, and 3rd party contributors in support of corporate and cross-departmental needs.

Andrew Sadowski – Creative Solutions Leader

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Work Experience Continued

- Establishment and execution of the customer journey for corporate email messaging, social media presence, annual user conference, and physical/virtual events participation.
- Development and oversight of corporate brand presence across all external marketing channels, as well as internal company resources with special attention to the cultivation of, and adherence to consistency.
- Drive team meetings and brainstorming sessions for the launch of new or re-designed marketing initiatives, with focus on the conceptualization of customer experience, messaging tone, and end-to-end journeys.

Manager of Creative Services (01/2016 - 01/2018)

- Direct implementation of pre-service discovery methodology to ensure alignment between requests and corporate needs, resulting in an annual 10% increase in delivery efficiency of creative assets.
- Direction, production and presentation of weekly company news video series, which displayed via internal video network.
- Re-design of company recruitment campaign strategy, including targeted persona messaging, social media presence, print-based advertisement, and collateral.
- Audio production and digital promotion of monthly podcast in collaboration with VP of Sales Operations, highlighting company contributions to industry innovation.
- Production and oversight of templated corporate product sales presentations, to address departmental leadership concerns of scalability.
- Consultation to, and collaboration with senior leadership on design strategy for the development of C-suite presentations.
- Partner with product managers and designers to invent new paradigms for the display of data and information.

Senior Graphic Designer (10/2013 - 01/2016)

- Design and implementation of visual graphics for North American website.
- Creation of email graphics, formulation of layout, and HTML / CSS coding.
- Brand standardization charge, including maintenance of all branded sales enablement collateral and assets.
- Production of all digital and print-based collateral for annual user conference, as well as all externally sponsored / attended industry events.

CREATIVENESS | Coatesville, PA | 01/2010 - 10/2013

Graphic Designer

In-house provider of corporate brand identity conceptualization, graphic design, and web-based visual solutions accommodating desktop and mobile devices for both the agency and its clients from various business industries.

- Direct interface with individuals of varied seniority level in regard to services and deliverables rendered on behalf of the agency.
- Corporate branding conceptualization, guideline production, and consultation.
- HTML, CSS, and Javascript based development support.

Freelance Engagements | Collegeville, PA | 07/2010 - Present

Graphic Designer / Website Designer & Developer / Visual Strategy Consultant

Contract based provider of visual solution strategies in support of branding, brand promotion, identity, product packaging, email messaging, social media presence, video production, sales enablement, and events to individuals, specialty groups, start-ups, small companies, established organizations, and agencies.

Profile

- Digital design expert with 10+ years of production and direction experience
- Resource and talent director with 5+ years of leadership
- In-depth experience within the B2B marketing arena
- Exceptional communicator focusing on the simplification of complexity
- Advanced understanding and application of both user centered and component based design
- Hands-on designer
- 8+ years front-end dev exp.

Notable Skills

- Art Direction
- UX / UI Design
- Digital / Visual Design
- Team Leadership
- Collaboration / Consultation
- Information Visualization
- Figma / FigJam
- Adobe Creative Suite

Education

The Art Institute of Philadelphia
Philadelphia, PA
Bachelor of Art, Graphic Design
Graduated 2010

University of Pittsburgh
Oakland, PA
Bachelor of Science, Psychology
Graduated 2002

Certifications

- HubSpot Marketing Software
- Systems Tool Kit Level 1

Outside of Work

- Dedicated father, husband, brother, and son
- Family time
- Golfing, hiking, being active
- Live music
- Avid Pittsburgh sports fan