



# andrew bertrand

 [andrewbertrand.com](http://andrewbertrand.com)

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Experienced Design Leader with 15 years of industry expertise, seeking to contribute my design knowledge and leadership skills to a dynamic team. Proven track record in elevating user experiences, executing large-scale campaigns, leading design teams, and implementing design research to drive product innovation.

## Education

### San Jose State University

B.A. Graphic Design minor Photography

## Skills

### Focus

UX/UI Design, User Research, Concept Development, Wireframing, Prototyping, User-Centered Design, Information Architecture, Interaction Design, Branding, Design Process, Team Management.

### Toolbox

Adobe Creative Suite (Illustrator, Photoshop, After Effects), Figma, Sketch, Axure, Balsamiq, Omnigraffle, Visual Studio Code.

### Languages

HTML (HAML), CSS (Sass), Javascript.

## Experience

### VMware (acquired by Broadcom Dec 2023) – UX Lead

*January 2020 – Current*

Led the design initiatives for NSX ALB, Pulse, and NSX ALB Migration Tool. Guided a compact design team in implementing a user-centered design strategy for cross-functional product improvements and features.

### Avi Networks – Director of Design

*June 2017 – January 2020*

Managed the design department supporting Marketing and Product, utilizing customer relationships to develop and refine a customer focused design for Avi Vantage. Pioneered redesign initiatives that ultimately resulted in the acquisition by VMware.

### Nutanix – Art Director

*October 2014 – June 2017*

Led design projects with a focus on ensuring brand consistency across multiple mediums. Enhanced project transparency and 15% increase in efficiency by implementing a Creative Brief process. Furthermore, lead design for Nutanix's annual conference, .NEXT, which experienced remarkable growth, evolving from 800+ attendees in its first year to several thousand in subsequent years.

### Avi Network – Lead UX Designer

*January 2014 – October 2014*

Prior to consulting with Avi joined as a sole designer that worked on the launch out of stealth for Avi Vantage platform. Additionally, I provided vital support for the Marketing team for conference, documentation, and promotional materials.

### Connecture – UX Designer

*July 2013 – January 2014*

Conducted extensive user research and applied the findings to create wireframes and design user interfaces for PlanCompare and DrugCompare. In close collaboration with the development team, I implemented responsive designs and introduced a central design system to enhance component consistency and A11y accessibility standards across products.

### Ask – UX Designer

*May 2011 – July 2013*

Worked closely with a mobile team on the development of the Ask Community App for iOS and Android. Contributed to several SERP verticals enhancements, including Food, Travel, Quizzes, and Games. Furthermore, I played a significant role in the redesign effort of Ask Question & Answer content pages.

### PureRed – Graphic Designer

*March 2008 – April 2011*

Involved working alongside the Director and clients to execute campaigns and design vision for various companies, including Safeway, Aaron Brothers, Duane Reeds, Michaels, and Kmart, among others. Handled aspects of campaigns from concept through pre-flight.