

Isaiah Andrew

# Experience design director with a focus in interactive retail and commerce product design.

## EXPERIENCE

### **Apple.** 2015 - Present

#### **XD Associate Creative Director - Interactive Retail**

ACD for the Interactive Retail commerce design team within the Global Marketing and Communications group at Apple.

Lead an amazing group of Experience Designers that focus on the user experience for customers across Apple digital touch points, including Apple.com, the Apple Store App, WeChat, and the interactive experiences within our stores.

Notable product releases include. Apple Card, Apple Store App redesign, iPhone Upgrade Program, Apple GiveBack, Apple Watch in-store experiences, Checkout redesign, Retail Account redesign, WeChat, and all product buy flows for iPhone, iPad, Mac, Watch, and our Services.

### **VSA Partners.** 2012 - 2015

#### **UX Creative Director**

Developed the UX practice at VSA's New York studio that focused on product marketing, applications, and physical retail experiences for our clients.

Helped launch IBM's Global Design Studios in New York, Tokyo, and London and oversaw multiple product releases.

Led the team that redesigned IBM's Smarter Planet sites, IBM's global intranet, Think Academy and SalesConnect, as well as the consumer-facing experience for Watson.

### **Start-up and Freelance.** 2010 - 2017

#### **Advocate**

Launched Advocate, a political advocacy platform designed to help citizens learn about and connect with their local politicians and elected officials. Designed the beta product and establish the initial UX design standards.

#### **Citizen Made**

UX design partner for Citizen Made, a product configuration software platform (think NikeiD, for the maker community) where I designed the configuration engine as well as the marketing content for the product launch.

#### **TalkSession**

Led UX design for TalkSession, a mental health awareness and face-to-face consultation platform for millennials aimed to destigmatize mental health therapy.

### **New York University, School of Continuing Studies**

Adjunct Professor for Mobile User Experience Design at NYU's School of Professional and Continuing Studies.

### **Accenture Interactive / Acquity Group.** 2007 - 2012

#### **Senior UX Designer**

Led UX design projects for Saks Fifth Avenue, Office Max, Allstate, MAC, and Target. Helped to create the brand and eCommerce experience for the US launch of Li-Ning.

## CONTACT

isaiah.p.andrew@gmail.com

isaiahpandrew.com

571.213.4792

## EXPERTISE

Experience and visual design

eCommerce service and product design

Interactive product marketing

## AWARDS

### **2017 Webby Awards**

Apple. Best UX - Websites

### **2016 Nielsen Norman Group**

yourIBM Project. 10 Best Intranets of 2017

## MENTORSHIP AND SERVICE

### **ConnectEd**

Mentor and coach for Apple's marketing mentorship program with schools in underserved communities.

### **ADCOLOR**

Coach and mentor for the ADCOLOR Futures program.

### **Apple - Orchard Program**

Advisor and mentor for Apple's product design apprenticeship program.

## EDUCATION

### **Northwestern University.** 2003 - 2007

B.S., Electrical and Computer Engineering