

Andrew Lenzini

andrewdoesdesign.com
andrewjayx@gmail.com

Principal Product Designer translating complex user and business problems into intuitive, scalable product experiences.

Experience

Principal Designer Blink UX

Jul 2023 - Present

- Led UX strategy and design for IEHP’s member and provider website redesign, translating research and stakeholder priorities into a new design language, scalable page system, and self-service experience serving 1.4M members and 8,000+ providers.
- Led web design strategy across Qualcomm’s Snapdragon and Dragonwing brands, creating scalable guidelines, components, and templates across hundreds of screens that are now used across internal teams and external agency partners.
- Built AI-powered Figma tools that automate presentation storytelling and production, reduce accessibility alt-text production from days to hours, and generate dozens of brand-consistent Snapdragon illustrations within hours.
- Led product strategy and experience design for a 0→1 UiPath AI concept, creating an intuitive capture-and-teach model that enables employees to build, validate, and refine custom agents by demonstrating everyday tasks.

Senior Designer Blink UX

Jan 2019 - Jul 2023

- Led experience design for NASA+, a new streaming platform spanning web, mobile, and connected TV, translating audience research into a consumer-grade experience recognized with a 2024 Webby Award for Television & Streaming.
- Designed and tested drone-monitoring experiences for Amazon Prime Air across 1:1, 1:20, and 1:40 scenarios, informing UI improvements and research supporting regulatory approval for scaled autonomous operations.
- Defined the visual strategy and scalable design system for Amazon Dash Cart, creating a cohesive shopping experience and flexible framework designed to adapt across third-party merchant brands.

Visual Designer Redshift

Dec 2017 - Dec 2018

- Created digital experiences, brand systems, and prototypes for technology clients.

Visual Designer Punchcut

Dec 2016 - Dec 2017

- Designed and animated digital product concepts across emerging technologies, contributing visual craft to future-facing consumer experiences.

Education

California State University, San Bernardino

2012 - 2016

Bachelors Degree: Graphic Design and Marketing | **Minor:** Computer Science

Skills

Product & UX

- Product Strategy
- UX Strategy
- Interaction Design
- Prototyping
- Design Systems
- Accessibility

Leadership

- Design Direction
- Product Vision
- Stakeholder Alignment
- Workshop Facilitation
- Cross-functional Collaboration
- Designer Mentorship

AI & Technical

- AI Prototyping & Tooling
- Figma
- Codex & Claude
- HTML/CSS/JavaScript

Awards

The Webby Awards | Television & Streaming | NASA+ | 2024
San Francisco Design Week | Fintech | Edelman Financial Engines | 2020