

Andrew Parrucci

Principal UX Designer

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I am a multi-disciplinary design leader with strengths in strategy, research, content, and facilitation. For the past 12 years I've worked on diverse design challenges, with diverse teams, at multiple levels of the customer journey. With a belief that all team members play a role in shaping the customer experience, I try to bring multiple perspectives and talents into the design process.

Recent Experience

Principal UX Designer

Bixal (Department of State), Washington, D.C., Mar 2024–Present

Senior UX Designer

Bixal (USAID, Department of State), Washington, D.C., Dec 2021–Mar 2024

Contribute solution leadership to project teams and help grow Bixal's Experience Design practice. Define approaches for discovery, information architecture, UI, validation, and technical implementation. Lead teams in developing complex products and services.

UX Researcher

Bixal (Social Security Administration, USAID), Washington D.C., Mar 2020–Dec 2021

Led research engagements and produced deliverables to communicate research findings and inform product priorities. My work fostered a shared understanding of user challenges and opportunities among product teams and clients.

Content Strategy Lead

Bixal (Small Business Administration), Washington, D.C., Mar 2019–Mar 2020

Led a team of content strategists, designers, and data specialists, facilitated client workshops, and created content configuration in Drupal for a major site migration.

Sr. Marketing Officer

Calvert Impact Capital, Bethesda MD, Jul 2012–Feb 2019

Developed engaging content and experiences for Calvert's customers. Led a customer experience working group which informed strategic plan, and conducted ongoing research and optimization for Calvert's digital products.

Additional Experience

Co-founder, Planting Empowerment

Planting Empowerment, Panama/U.S., Sept 2006–Jun 2012

Marketing Associate

SunEdison, Beltsville, MD, Jun 2010–Feb 2012

Marketing Coordinator

Greater Goods, Washington, D.C., May 2009–Mar 2010

Production Coordinator

Quadel Consulting, Washington, D.C., Jul 2007–Apr 2009

Peace Corps Volunteer

Peace Corps, Panama, July 2004–September 2006

Skills

Research: Exploratory and evaluative research, analysis, and synthesis

Interpretation: Experience maps, user flows, task analysis, user scenarios

Design: Information architecture, storyboarding, prototyping, accessibility

Content: Content modeling, content audits, priority guides

Education

B.S., Industrial Design

Virginia Tech School of Architecture & Design, May 2003

Professional Development

UX Research Certification

Nielsen Norman Group, Apr 2021

Front-End Web Development

Flatiron School, Jan 2019

Certificate in Editing

American Copy Editors Society, Aug 2018

User Experience Design

General Assembly, Feb 2017