

# Andrew Lenzini

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San Francisco Bay area 📍 designer crafting intuitive, research-driven 🔬 digital experiences that align with user needs 🧑 and business goals 📁.

## Experience

### Principal Designer Blink UX

Jul 2023 - Present

- Provide product direction, strategy, envisioning, and other solutions across a wide variety of industries using evidence-driven methodologies.
- Translating user insights into actionable design solutions that drive engagement and efficiency.
- Direct projects and client strategy workshops to foster alignment among stakeholders and other parties.
- Collaborate with development teams to deliver design-to-dev ready work.
- Craft design systems, interactive prototypes, and motion studies.
- Lead team building, knowledge sharing, and mentorship initiatives across the company.

### Senior Visual Designer Blink UX

Jan 2019 - Jul 2023

- Conducted experience audits across competitive and comparative industries
- Worked with research teams to align design solutions to user research outcomes.
- Rapidly provided stakeholders a variety of concepts and styles to better inform product direction.
- Produced interactive prototypes and motion studies.
- Helped right-size and bring envisioning work into reality.

### Visual Designer Redshift

Dec 2017 - Dec 2018

- Helped create brand and product direction, design systems, documentation, and prototypes across industries.

### Visual Designer Punchcut

Dec 2016 - Dec 2017

- Helped create next-gen interfaces for mobile, web, wearables, and virtual/augmented reality.
- Created brand direction, design systems, documentation, and prototypes.

## Education

### California State University, San Bernardino

2012-2016

Bachelors Degree, Graphic Design and Marketing | Minor, Computer Science

## Skills

- User-centered Design
- Scalable Systems Thinker
- Accessibility & Inclusive Design
- UX Strategy & Product Vision
- Stakeholder Communication & Alignment
- Prototyping & Interaction Design
- Figma, Sketch, Principle, Adobe Suite
- HTML, CSS, Javascript
- Visual Design

## Awards

### The Webby awards | Television & Streaming | 2024

My NASA+ work won a Webby, honoring the best of the internet, in television and streaming.

### San Francisco Design Week | Fintech | 2020

Our Edelman Financial Engines work won a San Francisco Design Week award for rethinking traditional financial planning for a digital world.