Andrew West

🔗 portfolio.andrewowest.com ✉ andrew@andrewowest.com 📞 773 828-9249

I'm a designer and creative director with over 15 years of experience.

Specializing in data-driven design and tech-savvy creative, I bring together a background in graphic design, branding, and art direction with expertise in UX/UI, user/market research, and hands-on design and creative leadership.

I've worked with clients ranging from Fortune 50s to early-stage start-ups, oversaw six and seven-figure contracts as creative director and design lead for a full-service agency, cofounded my own digital agency as creative director, and currently contract as an independent designer and art director.

Recent Experience

Adjunct Instructor, Design, *University of Nevada, Las Vegas*   2024 – present
Provide high-quality instruction in design principles and practices, while leading the creation and implementation of UNLV's new design program in collaboration with the Institute of Data.

- Created and delivered combined-level curriculum for undergraduate and graduate-level students, incorporating both didactic and experiential learning methodologies.

- Designed exercises and projects that foster critical thinking and practical skills and led hands-on labs focused on user/market research and design.

Independent Designer and Art Director, *Self-Employed*   2008
Working both freelance and contract, responsibilities include client acquisition, user/market research, UX/UI and graphic design, branding, content creation, creative strategy, and art direction.

- Provided services for clients ranging from FAANG to the Combating Terrorism Center.

- Maintained a reputation for excellence, resulting in ongoing client engagements and referrals in a competitive market for 15+ years.

Creative Director, *Davison Dietsch & Mccarthy*   2022 – 2023
Supervising a 6-person team, oversaw entire project lifecycles from proposal to launch, conducted consumer/market research, led design and creative direction, and served as team liaison.

- Developed successful proposals for and led design and creative direction of six and seven-figure contracts, including work for Stryker, University of Michigan, and Human Active Technology.

- Oversaw the launch of updates to OptaBlate, a novel surgical tool by Stryker used in the treatment of metastatic spinal tumors.

Creative Director, *Anagama*   2019 – 2022
Managing a 3-person team along with a roster of freelancers, led design, creative, and art direction for a digital agency.

- Established relationships with leading agencies as a trusted partner specializing in interactive design, modern branding, and digital marketing for high-profile clients like Discover, P&G, and Vans.

- Successfully coordinated and managed cross-functional teams to deliver projects ahead of schedule and within budget, consistently exceeding client expectations.

Previous Experience

Instructional Designer and Lead Instructor, *Designlab*   2016 – 2019
Helped develop and led intermediate and advanced online courses focused on visual communication, design, branding, and user/market research.

Senior Designer, *Nordic Strategy Lab*   2014 – 2016
Worked in design and user/market research for a strategy and design firm with clients primarily in higher education and government.

Designer (contract), *Combating Terrorism Center*   2014
Oversaw redesign of the Harmony Program research database as part of a larger brand and strategy refresh.

Designer, *Escapology*   2011 – 2014
Served as web and editorial designer for an independent arts and culture magazine.

Skills

Art Direction

Branding

Client Relations

Creative Direction

Design Management

Graphic Design

Product Strategy

User and Market Research

User Experience (UX) Design

User Interface (UI) Design

Tools

Adobe CC

After Effects

Figma

Google Classroom

Illustrator

InDesign

Optimal Workshop

Photoshop

Premiere

Organizations

AIGA

Interaction Design Association

Open Bioinformatics Foundation

Education

Purdue University, *Bioinformatics*

Indiana University, *Fine Art, Graphic Design Concentration*

Professional Development

Anthropometry, Biomechanics, and Motor Skills in User Design, *Arizona State University*

Consumer Research and Behavior, *IE Business School*

Human Cognitive Capacities & Limitations, *Arizona State University*

Usability Engineering, *Arizona State University*