

Designer Solution finder

ANDREW HALE

Innovation & Design

Monscierge. Oklahoma City, Oklahoma

May 2013 – Present

Created design and launch of UI/UX initiatives/products, managing the entire SaaS platform and improving user experience, and operational accountability. Directing research, wireframing, and usability testing. Creation of strategic marketing, product features, and user flows across the platform. Maintain exclusive mobility partnership with Apple. Drive guest satisfaction and significant platform efficiencies through new/ongoing product concepts, development, and execution.

- Achieved two product awards for best guestroom entertainment and signage technology.
- Increased lead conversion through website usability updates.
- Pioneered selection into Apple's elite Mobility Partner Program resulting from product design and UX/UI methodology.
- Improved lead to sales conversion through self-service signup and website updates to decrease onboarding time by 75%.
- Launched Apple TV for hospitality product in marketplace implementing end-to-end product design/development.
- Facilitated company's #1 ranking across multiple categories with HotelTechReport.

CONTACT

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www.andyhale.com

AREAS OF EXPERTISE

Product Direction

User Experience/Interface Design

Prototyping

Wireframing

Marketing

Usability Testing

tvOS/App Design

TECHNICAL SKILLS

Adobe Illustrator

Adobe XD

Adobe Photoshop

Sketch

HTML

CSS

EDUCATION

**Bachelor of Arts,
Visual Communications**

University of Oklahoma
Norman, Oklahoma

1999-2003

ANDREW HALE

Creative Director

ONEsite, Inc. Oklahoma City, Oklahoma

October 2004 – March 2013

Directed concept development/design, brand integrity, and promotional strategies for platform/application features. Monitored and forecasted projects to ensure outcomes complied with client objectives and budget. I led creative design for primary clients, including American Idol, eBay, NASCAR, FOX, and Marvel.

- Managed cross-functional team of 20.
- Implemented visual direction/feedback for all internal/external projects.
- Conducted onsite visits/presentations supporting sales/collateral introductions.

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REFERENCES

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