

Andy McIntire
AndyMcIntire@gmail.com
www.FallowFields.org
706.201.2279

Hello,

I contribute a unique blend of structure, creativity and enthusiasm to produce results that register and resonate. I am a strong communicator with natural leadership, organizational, conceptual and analytical ability, and I have a passion for business development and strategy. I understand how to read and connect with people, and I manage and deliver projects from concept to completion, on time and on budget.

Currently, I am a Senior User Experience Designer at AT&T where I contribute visual design and information architecture. Prior to my time at AT&T, I provided creative communication solutions including script and concept development, editorial and copywriting, animation, illustration and design. Working with stakeholders and subject matter experts, I specialized in communicating complex and abstract information in an accessible, engaging and memorable way for educational and marketing purposes. Contract clients included World Airways, Citigroup, Volvo, American Cancer Society, Staywell Custom Communications, the National Fatherhood Initiative, and the Developmental Therapy Institute.

Thanks for your consideration.

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Professional Summary

- Conceptual and script development, editorial and copywriting, animation, illustration and design
- Adobe CC, CSS, HTML
- Analytical and organizational aptitude, personal initiative and strong communication
- Positive attitude and enthusiasm, strong work ethic, enjoys both collaboration and autonomy

Experience

Senior User Experience Designer, AT&T, March 2014-Present

Designs and develops user interface features and information architecture to support the organization's business-to-consumer strategies and goals. Works within corporate style guides to design effortless, visually appealing, consistent, accessibility-compliant experiences. Collaborates with business partners, writers and developers to translate legacy site pages and new product launches to responsive, modular components and enhancements. Special projects have included design for A/B user testing, personalization, analysis of cross-team dynamics and processes that impact decision-making, research, presentation and proposals on emerging technologies. Completed IDEO's innovation course, February 2017, and AT&T design thinking and journey mapping workshops.

Contract Creative Development, July 2013 – March 2014

Sr. Interaction Designer, Sage Software, December 2010 – April 2013

User-Centered Design team member within the R&D department: Developed and evaluated graphic, animated and interactive media for Sage Advisor technology and other Sage business units to promote customer retention, best practices and connected services through delivery of a combination of personalized user experience and big data. Evaluated, compiled and presented business requirements for Sage Advisor initiatives. Designed, developed and maintained the Sage Advisor landing page and YouTube channel, and implemented customer tracking. Supervised and edited script development and voice over sessions. Observed and recorded usability testing and customer surveys.

Contract Creative Development, July 2005-2010

Provides creative solutions, including script and concept development, copywriting, animated and interactive design, illustration and interface design. Specialization in communicating complex and abstract information in an accessible, engaging and memorable way. Clients have included *Volvo, World Airways, Citigroup, American Cancer Society, Staywell Custom Communications, the National Fatherhood Initiative, The Developmental Therapy Institute, UPS, and Auto Demo.*

Web Designer, Flash animator, Digital Insight, February 1999-July 2005

Consulted clients to develop custom scripts, animated promotions, sales presentations and web sites for online banking. Hand-coded html, JavaScript, and css/xhtml to standards. Conducted and presented usability research comparing industry standards and methods.

Adobe Photoshop Instructor, University of Georgia, 1997-2001

Proposed, designed, and taught beginner and intermediate-advanced Photoshop courses including an online syllabus with exercises and supplemental instruction. Courses ran consecutively over five weeks on a quarterly basis for four years. Enrollment ranged from 10-20 students per class.

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Education

B.F.A. Interdisciplinary Studies, 'Magna Cum Laude', University of Georgia, 1996

Publications

- Computer Graphics World Magazine feature, October 1998; 25 Year Retrospective feature, January 2002
- Presentation and publication, "Proposed Method of Immersion into Virtual Environments",
Siggraph Conference, 1998

Activities

- Meet-up groups including ixDA, virtual and mixed reality
- Home Owners Association President, 2010-present, Secretary 2007-2010