

ANDREW J. BISSON

“Well-Rounded” (UI Designer)

Code it... Kern it... Shoot it Raw...

My goal is to continue to learn, grow and work in Interaction/User Interface Design.

I want to code your website, design your brand and customer experience. I want to capture your image in the best light possible. But what is unique about me is that I also bring 16 years of business experience with me.

Yes, I'm passionate about design, music, art and photography. I've freelanced as a graphic designer, web designer and photographer for years. I've spent the past 4 years moonlighting to earn degrees in both Communication Design and Web Development (3.99 GPA). That is in addition to freelancing, maintaining my responsibilities with my family and my day job.

For the past 16 years I was a Quality Manager, Management Representative and Production Coordinator for a custom component manufacturer within the aerospace, electronics, military and automotive industries.

Responsibilities included collaboration with clients and the company president to determine project goals and strategic outcomes. Continuous efforts are required in project management with developing internal processes and procedures to comply with international standards and regulatory agencies. Leading the company through the analyzing, developing and implementing of best practices from the International Standards Organization was expected while actively monitoring and reporting progress.

Being “well-rounded” to me, is about achieving results that balance business needs with effective design: *strategic aesthetics*. I get equally excited about sales methodologies, marketing strategies, learning new software, or a behavioral psychology presentation as I do with a fashion photography show, a perfectly fit brand identity package, or a streamlined responsive e-commerce content management system with an intuitively designed user interface and search engine optimized content!

“Well-rounded” is being in love with the creative process. Knowing how the gears fit under the hood, from the latest technology, methodology and psychology to the trends, aesthetics and business requirements, is what sets a truly well-rounded individual apart. I'm as comfortable digging into Adobe Illustrator, Photoshop, or Dreamweaver as I am in a board-room presentation, strategic planning meeting, or in managing the expectations of a demanding client.

Defining goals and critical outcomes is essential to the creative development process. From there, a measurable plan and time-line can be formulated. Collaboration with the client coupled with competitive market and persona research can then lead to wire-framing, comprehensive layouts, interactive prototypes and user testing. Finding creative solutions in repeatable steps, towards measurable outcomes ensure that quality, service and the utmost value is provided to each client every time.

My consistency, attention to detail, time-management, communication and interpersonal skills coupled with my business experience and passion for creative design, all support a very intentional path. The journey is towards following my artistic passion while utilizing my strengths and skills.