

Andres Sulleiro

Chicago, Illinois, USA
Tel.: +1 314 680 5259
E-mail: andres@sulleiro.com
LinkedIn: www.linkedin.com/in/andressulleiro
Website: andres.sulleiro.com

Work Experience

Razorfish

Chicago, Illinois, USA

Oct 2004 – Present

Experience Director. Currently a lead of one of Razorfish's largest accounts, a Fortune 50 insurance and financial services company, serving as Experience Director and Program Lead for account management and servicing tools. Participate in the growth and management of the account, from a small team of 10 to over 160 people at its peak. Develop strong client relationships based on trust and deep domain knowledge. Just as comfortable collaborating with peers as well as standing in front of C-level executives to present complex concepts, clearly and persuasively.

- Collaborated in the creation of a multi-channel digital vision that has been adopted as the vision for the entire customer experience for the organization, including agents and customer care professionals.
- Drastically reduced the process length for online quote tool and introduced new quote estimate tools that have increased process completion and increased overall perception to an already well-performing application.
- Redesigned the online and mobile experiences for self-service tools with a focus on the customer experience, resulting in top rankings and highest satisfaction awards among companies in the category.
- Designed a unified digital visual template system to drive consistency in the interactions across mobile, tablet and desktop experiences.
- Provided coaching and mentorship to the client on user experience and digital best practices, created digital standards, trained directors, and reported to senior executives of the organization.
- Advised in the creation of new organizational models to support the re-platform within the client's existing organization, resulting in Digital being considered an important stakeholder in business process reengineering.

Trusted thought-leader in user experience, interaction design and experience strategy. Wrote numerous thought-leadership pieces and points of view. Established methods, standards, processes and tools for design and documentation that have set the standard for the discipline across the region.

Additionally, while at Razorfish, have worked for a number of other financial services companies such as National City Bank, HSBC and Ibbotson Associates, as well as for a series of other consumer and business targeted companies such as Kraft Foods, AT&T, JC Penney, Cardinal Health and Nabisco.

Associate Experience Director. Jun 2006 – Jul 2010

Senior Information Architect. Oct 2004 – Jun 2006

Enterprise Rent-A-Car

St. Louis, Missouri, USA

Jan 2004 – Sep 2004

Senior Usability Architect. Member of the Usability Architecture team, integrated in the User Experience Group. Primary Usability Architect for the B2C areas of the Enterprise.com website. Responsible for gathering requirements, researching candidate approaches and designing usability solutions for Enterprise.com. Common tasks included the creation of wireframes, design of application flows, heuristic evaluations and usability research.

- Designed multiple weekly enhancements to the Enterprise.com flagship website in collaboration with other development disciplines and presenting multiple solutions to problems.

- Developed new admin tools that increased the ease of entering promotions and airport date while reducing time on task.
- Collaborated closely with managers and team members to define processes, methodologies and introduce trends and technologies to the Enterprise Company.

IconMedialab

Madrid, Spain and St. Louis, Missouri, USA

Sep 1999 – Dec 2003

Senior Information Architect / Project Manager. Led requirements gathering, interaction design, usability testing and prototype design for national and international projects. Prior to the role of Sr. Information Architect, was responsible for project planning, cost estimation, and team leadership and client relations. Other roles required assisting in business development, proposal writing, training development, team leadership and process definition.

- Designed a marketing site for users suffering from macular degeneration and tested with users with reduced vision, applying accessibility standards when accessibility on the web was in its infancy.
- Managed the design of Spain's first ever online-only bank with a small team of user experience professionals working in close collaboration with our sponsors and third party development teams.
- Took over and turned a severely damaged client relationship into a highly successful launch by realigning the team and delivering on time and on budget while keeping the client involved and informed along the way.

Arcitel Iberica

Madrid, Spain

Apr 1998 – Aug 1999

Information Architect / Web Designer. Internal designer for Spanish bank Caja Madrid. Worked on numerous initiatives to improve the bank's intranet systems and other experimental tools.

- Designed the front end and provided development guidance for the bank's corporate intranet.
- Designed an early WebTV prototype for accessing banking information at home through a connected TV, at a time when even Internet at home was a novelty.
- Prototyped a Kiosk application for the bank's rewards program and sale of event tickets through their system.

Related Skills

- User Experience Strategy
- User-Centered Design
- Interaction Design
- Information Architecture
- Creative Direction
- Concept Ideation and Development
- Leading Brainstorms
- Experience Brief Creation
- Cross-Discipline Team Leadership
- Team Management
- Web Design and Development
- Usability Test Planning
- Spanish (Native)
- English (Native)

Education

Webster University. *St. Louis, Missouri, USA 1995 - 1997*

Graduated with a BA in Media Communications. Departmental Honors. Advertising with emphasis in Digital Publishing.

Drake University. *Des Moines, Iowa, USA 1994 - 1995*

Saint Louis University. *Madrid, Spain 1992 - 1994*