

Andre Ortiz

Product Design, Strategy & Systems.

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Austin, TX

Portfolio: <https://andreortiz.com>

Product minded design leader with 20 years of building B2B, SaaS, and B2C solutions. A dynamic contributor that will bridge the gap between teams through collaboration and capability. Enthusiastic about the future of product experiences.

ReifyHealth, Senior Product Designer & Design Systems Lead

Jun 2017 - Current
Remote / Boston

- Lead product designer and contributor on multiple projects across the company.
- Product design system lead responsible for maintaining design artifacts, documentation, component development, and planning for a rotating team.
- Design and develop UX flows, high-fidelity mocks, or coded prototypes to demonstrate product vision.
- AI / LLM research and development via Amazon Bedrock with a focus on innovative product experiences.
- Maintain weekly check-ins to cultivate a strong culture of competence and trust on all product teams.
- Participated in interviews, hosted design exercises, onboarded and tracked new hires 30/60/90 goals.

100 Proof, Founder & Lead Design Consultant

Jan 2012 - Jun 2017
Austin, TX

- Small business owner offering brand, web, and product design services.
- Relationship building, business development, contract negotiations, and book keeping responsibilities.

Thinktiv, Senior Designer

Jan 2011 - Jan 2012
Austin, TX

- Lead design and sprint planning for remote engineering team.
- Maintained and updated customer websites and marketing material.

IX Web Hosting, Design Engineer

Jan 2011 - Jan 2009
Columbus, OH

- Worked with designers and engineers to build *Rich Internet Applications* using Adobe Flex.
- Provided design and/or engineering support for customer websites and digital marketing material.

Mills James, Multimedia Designer

Jan 2009 - Jan 2007
Columbus, OH

- Design web and marketing material for Fortune 500 brands.
- Designed and developed motion graphic presentations, commercials, and documentaries using Adobe After Effects.

Hard Skills

- Product Design
- UX Research & Design
- Information Architecture
- Design Systems
- Branding & Illustration
- Motion & Video
- Sound Design
- Git
- HTML, CSS, JS
- React Typescript
- Design Tokens
- Ruby on Rails
- Python
- REST APIs
- Prototyping
- AI / AI Agents

Soft Skills

- Business Minded
- Team Culture
- Leadership
- Mentorship
- Communicating Ideas

Tools

- Atlassian Suite
- Google Suite
- Adobe Suite
- Figma, FigJam, Balsamiq
- NPM, Vite, Webpack
- Ableton

Education

- 20 years of working experience
- Continuous online and in-person learning.
- CoC Studio Recording and Technology @ AET in New York City - 2005

References available upon request.