

Andy Rench

Product experience & UX design

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AVIA

Director of Design, 2016 - present
Product and design leader for AVIA Connect, a social network and self-service platform that supports healthcare tech selection. Demonstrated measurable impact by leading a design team that led to greater advisory engagements, paid partnerships, and one of the largest inventories of digital health solutions available.

ForgeWorks

Partner and Design Director, 2013 - 2016
Principal design partner responsible for leading UX initiatives for the creation of digital experiences in the academic realm. Played a key role in the flagship digital product the Loft, which is an online community of social innovation projects.

Andrew Rench Design / Freelance

Design/UX Director and Founder, 2009 - 2013
Founder of the full-service design, UX, illustration and web development practice Andrew Rench Design. Responsible for the creation of UX design, branding, original graphic design, and complete website development for local and regional clients.

Freelance UX design for various clients and agencies in the Chicagoland area. Projects ranged from web application design to marketing experiences for a variety of top global brands.

AbelsonTaylor, AVIA, BBDO, Design Kitchen, Draftfcb, HYConnect, PROiNK, Razorfish, Ryan Partnership, Sandstorm Design, Wirestone, ZORO

Wunderman Chicago

Senior Digital Art Director, 2007 - 2009
Played a leading role in the creative design process and technical build of interactive web experiences for top national brands. Projects included consumer-facing websites, microsites, online games, banner promotions, email communications and other specialized web features.

Claire's Stores

Director of Interactive, 2006 - 2007
Oversaw all interactive and creative aspects of the Claire's family of websites. Responsibilities included providing creative direction to designers and content creators, creating and maintaining project plans and leading initiatives to create engaging, interactive web features.

zZounds.com

Creative Director, 2003 - 2006

Norton, Rubble and Mertz Advertising

Senior Art Director, 2001 - 2003

Inforte Design Group

Senior Designer, 1999 - 2001

Education, Training, Skills and Projects

BFA - The School of the Art Institute of Chicago, 1995
User Interface Engineering Usability Training
Sketch, InVision, Axure, HTML/CSS, Adobe Creative Suite