



Andrew Roberto

SENIOR PRODUCT DESIGNER / UX DESIGNER

ABOUT ME

Fifteen years designing digital products, brand systems, and experiences that make complex things feel simple. Clients have ranged from global cloud infrastructure platforms and life sciences manufacturers to fintech companies, fire protection firms, and defense tech startups. Experienced leading design teams, managing global collaborators, and shipping work that ends up in front of enterprise buyers and international audiences.

SKILLS

Product/UX/UI Design · Figma · Wireframing · Prototyping · HTML · CSS · React · Usability Testing · Information Architecture · Design Systems · Motion Design · Responsive Web Design · Adobe CC · Webflow · Claude Code · Design Leadership

GET IN TOUCH



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EXPERIENCE

Manager of Interactive | Altitude Marketing

SEPT 2022 - PRESENT | EMMAUS, PA

- Lead UX/product design for client digital products, directing design from research and wireframes through high-fidelity prototypes and final delivery.
- Manage a cross-functional design and development process, aligning UX decisions with business objectives and client goals.
- Built and managed 20+ sites that generated over \$1M in qualified lead value.

Senior UX Designer | Altitude Marketing

SEPT 2020 - SEPT 2022 | EMMAUS, PA

- Designed end-to-end UX flows from low-fidelity wireframes to high-fidelity prototypes for multiple client web products.
- Conducted UX audits across client accounts, identifying usability issues and recommending data-informed design improvements.
- Designed and shipped 10+ client websites over 2 years with 75% client retention.

Design Lead | Balance Marketing Group

JUNE 2012 - AUG 2020 | KING OF PRUSSIA, PA

- Built and scaled the design department from the ground up, establishing creative processes and standards across digital, video, print, and trade show channels.
- Led creative strategy for digital and interactive campaigns, balancing brand consistency with user-centered design principles.
- Built a new capability from scratch, secured organizational buy-in, and grew the department from 1 to 6 people.

EDUCATION

Bachelor of Science in Web/Multimedia Design

ART INSTITUTE OF PHILADELPHIA

Bachelor of Applied Science in Graphic Design

LANSDALE SCHOOL OF BUSINESS