

## Andy McIntire

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### PROFESSIONAL OVERVIEW

Experienced professional emphasizing web, UX, and ID, fusing creativity, structure, and enthusiasm to produce timely results that register and resonate. Skilled in interviewing subject matter experts and translating complex and abstract information into accessible, engaging, and lasting narratives. Consultative approach fostering strong stakeholder relationships through initiative, collaboration, and cross-functional communication. Organizational, conceptual, and analytical ability with a passion for research and ideation, business development, strategy, and innovation.

### KEY SKILLS

Content Strategy | Storytelling | Creative Concepting | Script Development | Copywriting and Editing | Expert Interviews  
Client-facing | Cross-team Communication | Collaboration | Leadership and Initiative | Project Management  
User Experience | Needs analysis | Requirements Gathering | Process Improvement | Documentation and Training  
Interactive and Visual Design | Illustration | Animation | Audio Editing | Voice-Over Direction  
Adobe CC | ChatGPT | CSS, HTML | Elementor | Adobe Experience Manager | Sitecore | Workfront | Jira

### PROFESSIONAL EXPERIENCE

#### Honeywell Connected Enterprise

April 2022-May 2023

##### Digital Content, Sr. Writer / Storyteller, Content Marketing

Content development includes outcome-focused scripts and storyboards for immersive interactive experiences and video and writing and editing strategic communications, blogs, white papers, and other marketing collateral.

- Initiated cross-team analysis to identify opportunities for content strategy and process improvement.
- Directed 3D asset creation and created interactive graphics at room scale

#### DIRECTV

August 2021 – April 2022

##### Sr. Training Manager, Design

Collaborated with instructional designers and internal clients to create scripts, animation and graphics for training content.

#### Design Consultant

May 2019 – August 2021

Instructional media and script development for SkillIQ.

#### AT&T

March 2014 – March 2019

##### Senior User Experience Designer

Designed accessibility-compliant B2C experiences including upper funnel landing and product pages, component enhancements, A/B testing, and personalization.

- Led RWD guidance to evangelize the design system and standards.
- Initiated strategic cross-team interviews and analysis of 42 SMEs for net promoter decision-making task force.
- Innovation initiatives including AR cross-team connection and research for B2C emerging tech proposals.
- Worked with the Chief of Staff to foster team morale and culture during acquisitions and reorganization.

#### Design Consultant

May 2013 – March 2014

Projects included instructional design for UPS Corporate Sales and explanatory video development for AutoDemo.

#### Sage Software

December 2010 – May 2013

##### Sr. Interaction Designer, User Experience R&D Team

Evaluated and developed graphic, animated, and interactive guidance for new features to promote best practices, customer retention, and connected services by delivering a personalized customer experience.

- Designed and developed Sage Advisor videos, landing page and implemented customer tracking.
- Supervised and edited scripts, and managed recording and purchasing of voice-overs.
- Introduced a premium-tier YouTube channel to improve streaming performance and marketing while cutting costs.
- Gathered requirements, designed, and developed a Sage Advisor custom video player.
- Created four product differentiator videos for point-of-sale guidance from script to final production

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### ADDITIONAL RELEVANT EXPERIENCE

#### Design Consultant

July 2005 – December 2010

Provided creative and strategic communication solutions including user experience, animated and interactive design, illustration, script and concept development, editorial, and copywriting.

- Working with stakeholders and subject matter experts, I specialize in communicating complex and abstract information in an accessible, engaging, and memorable way.
- Projects included World Airways, Citigroup, Volvo, American Cancer Society, Staywell Custom Communications, the National Fatherhood Initiative, and the Developmental Therapy Institute.

#### Digital Insight, an NCR company

February 1999 – July 2005

#### Web Design and Animated Promotions

Consulted with clients to develop custom websites, scripts, storyboards, and animated promotions for online banking. Hand-coded HTML, JavaScript, and CSS/XHTML to standards.

- Conducted and presented usability research comparing industry standards and methods.
- Organized recruiting of engineers and cross-functional communication with Sales and Dev teams

#### University of Georgia

September 1997 – May 2001

#### Adobe Photoshop Instructor

Proposed, designed, and taught beginner and intermediate-advanced Photoshop courses consecutively over five weeks quarterly, 10-20 students per class.

- Created an online syllabus with exercises and supplemental instruction.

### EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Fine Arts (B.F.A.) in Interdisciplinary Studies, 3-D Animation, and Digital Media  
University of Georgia

- SAFe PO/PM (Product Owner / Product Manager) Course, Scaled Agile Academy, August 2019
- IDEO's Observations for Innovation Course, February 2017
- AT&T's Design Thinking and Journey Mapping Workshops

### PUBLICATIONS

- Computer Graphics World Magazine feature, October 1998; 25 Year Retrospective feature, January 2002
- Siggraph Conference, "Proposed Method of Immersion into Virtual Environments", 1998

### COMMUNITY INVOLVEMENT

- Meet-up groups including iXDA and XR Atlanta.
- Home Owners Association President, 2010 – 2020, Secretary 2007 – 2010