

Andrew Baussan

Design Manager & Product Manager

CONTACT

baussandesigns@gmail.com / www.baussandesign.com / 952 - 288 - 3447 / [LinkedIn](#)

Skills

CORE –

- + People Leader
- + Creative Direction
- + Design Strategy
- + Art Direction (Photo and Video Shoots)
- + IOS and Android App Development
- + Web Design
- + Web Strategy
- + Augmented Reality
- + Virtual Reality
- + UX Design
- + Human Centered Design
- + Design Thinking
- + Project Management
- + Design Research
- + Cross Functional Coordination
- + Graphic Design
- + Branding
- + Wireframing

SOFTWARE –

- + Adobe Creative Suite
- + Illustrator
- + Photoshop
- + InDesign
- + After Effects
- + Adobe XD
- + Miro
- + Figma
- + PowerPoint

Experience

3M / Design Manager

St. Paul, MN / January 2020 - Present

As a dedicated Design Manager, I have been instrumental in driving the growth, adoption, and innovation of 3M's Augmented Reality and Virtual Reality capabilities as well as being a leader in our digital design organization. Leading a team of 5 talented designers, including UX Designers, HCI Designers, and 3D Modelers, I supervised, inspired, and communicated design production tasks for Mixed Reality projects and Digital App Development. I have worked to produce sales applications for phone and web to support our global sales teams and drive customer engagement. That includes web and app development strategy that utilizes human centered design principles. Creative direction and UX design for all AR/VR initiatives across the company have been under my purview, as I worked closely with cross-functional partners to establish strategy, vision, metrics, and goals aligned with customer and business needs. I facilitated cross-functional brainstorming, discussions, design reviews, and project management, fostering collaboration and driving successful outcomes. Furthermore, I developed comprehensive brand and design guidelines for Mixed Reality projects company-wide, ensuring a cohesive and impactful visual identity. In addition, I excelled in effectively communicating creative concepts to agencies for the development of marketing and sales content, while also nurturing strong partnerships with agency vendors. Demonstrating my strategic acumen, I built, developed, pitched, and presented decks and creative concepts to senior leadership, aligning ideas with marketing briefs and business strategy. Moreover, I conducted design research projects and workshops to gain deep insights into end user needs, enabling the development of user-centered solutions. Producing high-quality content as part of our in-house design team, I consistently delivered design counsel for global requests and supported the development of global content. With my comprehensive skill set and leadership capabilities, I have consistently contributed to the success of 3M's digital design initiatives.

3M / Lead Designer

St. Paul, MN / August 2015 - January 2020

As Lead Designer, I drove the growth and innovation of 3M's Augmented Reality and Virtual Reality capabilities, and digital application development, supervising a team of 5 designers. I provided creative direction, communicated effectively, and prepared my team for design production in digital app development and web design. Collaborating with cross-functional partners, I established strategy, vision, metrics, and goals to meet customer and business needs. Working in our in-house design team I also produced high quality content for tradeshows, advertisements, websites, and digital applications. Leading brainstorming, discussions, and design reviews, I facilitated successful project outcomes. I developed brand and design guidelines for Mixed Reality projects, partnered with agencies, and presented creative concepts to senior leadership. Additionally, I conducted design research, produced high-quality content, provided design counsel, and managed our mixed reality device library.

3M / Senior Designer

St. Paul, MN / March 2012 - August 2015

As a transformative Graphic Designer, I revamped the bid creation process, implementing robust Adobe Suite templates and brand guidelines. I provided nationwide training on bid design and templates, overhauled government bid packaging, and created compelling infographics. I also led the design of convention graphics and marketing materials, while directing impactful marketing photoshoots for new products and scenes. In addition to that I led the website design and rebranding effort of the Transportation Infrastructure group.

Education

BFA, Graphic Design - Graduated 2010
The Art Institutes International Minnesota