

ANDREU OSIKA

I am a dad, designer, graphic artist and when time allows, I also do some creative writing on the side. I focus on product user experience/visual UI design and product identity branding. I engage in **big picture product strategy** thinking all the way through to pushing pixels to perfection and everything in between.

My training and professional practice includes graphic as well as industrial or product design. I earned a masters degree in industrial design from the **Rhode Island School of Design** and an undergrad degree in graphic design from the University of Illinois at Urbana-Champaign.

In my junior year I was fortunate enough to study abroad at the University of Northumbria in **Newcastle, England**. Fast-forward four years. While at RISD, I had an internship at a Warsaw based product design firm and got the chance to design city trams as well as brush up on my Polish.

This diverse and rather unconventional experience has given me a unique and holistic perspective, something that suites me incredibly well when thinking about and engaging in the product design process.

After graduate school I worked briefly for a product design firm, got married then set up my own shop and engaged in identity, print, web and product design projects for clients large and small across the country.

I began to **focus on digital product design in 2008**. 'GUI designer' was a standard industry term back in those days. My first experience in this new domain was with a Boston based company called **Pyxis Mobile** (now Vervio). At the time Pyxis developed a suite of mobile applications for enterprise financial services companies. I was brought in as a consultant to improve the usability of their key sales management app as well as refine the visual presentation of the interface (brand presentation, iconography, typography, screen layout and color palette). The icon work that I did for this product can be viewed in the **Iconography** section of my portfolio.

In 2009 I joined **Nokia** as a visual designer working on messaging and email apps for both the S40 and S60 mobile platforms as well as designed blue-sky concept apps related to social media and messaging. After a year, I went solo again, focusing on product UX but also working on conventional website, branding and print design projects.

A move to **San Francisco** from Boston in 2010 prompted a reunion with Nokia in Sunnyvale, California. For over a year and a half I worked with the **OVI product team** on projects related to maps, messaging and social media. This work represented a mixed bag of new product concept design or the design of new features to existing products illustrated via story boards/user scenarios and app screen flows.

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A few years later I found myself at **Yahoo** with the desktop mail design team. All the designers on this team were expected to engage in product strategy discussions, **design interactions**, participate in usability studies, as well as finalize designs via **hi-fidelity pixel perfect mocks**. I enjoyed my time immensely as I worked with a great team and also got to solve some very complex interactions that the mail app presented.

Later I joined the **Yahoo Design Language** team and helped create a new re-invigorated brand aesthetic for Yahoo. This work included designing a new, innovative global navigation system, custom iconography, more daring page layout design and use of imagery, new typography, and a systematic approach and use of color.

In the summer of 2014 I moved to the San Francisco office to work on internal collaboration and content publishing tools as well as new product concepts. Here, I had a very fruitful collaboration with a great PM and together we created a topic based social app called **Yahoo Quips** (see portfolio). We pitched the concept to **David Filo**, who to our complete amazement, green lighted the project.

Two quarters into development, approaching an MVP, the project was canceled due to lack of support and resources. In May of 2015, I decided to strike out on my own yet again and pursue consulting, which brings me to today.

I have been **recognized for my graphic, product and web design work** and have had my work published in Graphis, Critique, The Boston Globe, Communication Arts, ID and Newsweek.

Thank you for reading!