

Instinctively, people feel before they think. It's my job to understand the underlying motivators and behaviors that control response, then lead a multidisciplinary team to craft experiences that inspire a brand's desired reaction while remaining neutral to channel, medium or technology.

I've spent my career designing interactive experiences and ensuring the consistent delivery of beautiful, purposeful, and highly functional design across an ever-expanding range of mediums and platforms within the health-care, pharmaceutical and consumer product spaces allowing customers to interact with brands in a deeper, more engaging way.

My diverse base of experience ranges from brand navigation and strategic planning to visual design systems, product UI, interactive learning, online communities, touch-based installations and data visualization across the unique challenges of both national and international audiences.

November 2010 - Present

Associate Creative Director, Interactive

The Agency Inside Harte Hanks

Responsible for managing operations of the creative department (15 members) including task assignments, critiques, utilization, estimating, scoping, strategic planning, tactical ideation and business development across multiple, integrated, campaigns as the Digital Agency of Record, for US and International markets - across Diabetes, Infectious Disease and Cardiovascular franchises within Merck and Nutrition within Abbott

Deliver over arching strategic and creative leadership to a multidisciplinary creative department, crafting unique interactions and compelling user experiences that blur the lines of design, technology and emerging media.

Provide a hands-on approach to strategic and creative direction while ensuring both a comprehensive design aesthetic and unwavering focus on solving business and brand objectives is paramount at all times. Coordinate team activity across a variety of initiatives including research, concept, architecture, wireframes & prototypes, use cases, process flows and visual design through release and testing.

Demonstrate consistent thought leadership as a senior staff member in all aspects of business. Consult on industry and client best practices and documentation while managing key client and vendor relationships, building and pursuing organic growth opportunities on an ongoing basis.

Director, Experience Design

Backe Digital Brand Marketing

January 2010 - November 2010

Adjunct Professor, Interactive Media

Philadelphia University, Graduate School of Design & Media

July 2008 - November 2010

Director of Interactive

GSW Worldwide

October 2009 - January 2010

Senior Interactive Art Director

GSW Worldwide

April 2009 - October 2009

Interactive Art Director

GSW Worldwide

October 2008 - April 2009

Senior Interactive Designer

Finch Brands

May 2008 - October 2008

Interactive Designer

Night Kitchen Interactive

October 2006 - May 2008

In-House Designer

OmegaSatter

January 2005 - October 2006

Brand Experience

Merck, Abbott, Johnson & Johnson, GlaxoSmithKline, Valio, Teva, Ortho McNeil, Janssen, Centocor Ortho Biotech, Ortho Clinical Diagnostics, CSL Behring, Elli Lilly, Bristol Myers-Squibb, Novo Nordisk, Everlast Worldwide, Lansinoh Laboratories

Therapeutic Category Experience

Diabetes, Cardiovascular, Infectious Disease, Nutrition, Oncology, Vaccines, Respiratory, Dermatology & Skin Care, Bleeding Disorders, Lactose-Free Alternatives, Women's Health, OTC and CPG

I am continually motivated by the possibilities that design, and design thinking, offer to generate new ideas and solutions. I am driven to make things better, simpler, more relevant and more enjoyable for people to experience.

Let's talk.

Andrew Schultz

Digital Creative Direction & Strategy

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