



Andrew Sass Senior Product Designer

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Professional Summary

Senior Product Designer with 15 years of experience launching and scaling products. I've helped dozens of teams bring their MVP to market, define their brand, hit growth goals, and validate opportunity areas.

My experience with enterprise companies like T-Mobile, Citi, and AIG as well as startups like Bennie and Centivo provides a depth of expertise that I bring to every new project.

My current focus is helping teams integrate AI tools and automation to accelerate and scale design-to-development workflows, content production, and marketing campaigns.

Platforms and Tools

Figma, Jitter, Framer, Webflow, Notion, n8n, ClickUp, Intercom, Brevo, Airtable, Attio, Meta Business Suite, Google Marketing Platform, LinkedIn Ads Manager, Supabase, Cursor, Descript, Clay, Relume

Technical Capabilities

DESIGN & PROTOTYPING:

Design Systems • UI/UX • Branding • Prototyping • UI Animation and Motion Design

DEVELOPMENT

Webflow and Framer Sites • No-code Dev • AI-assisted development

GROWTH & MARKETING

GTM strategy • Email & Paid Social

AI & AUTOMATION

Custom Agent Development • Workflow automations • RAG-based Systems

Education

School of Visual Arts, 2009 – Graphic Design

Experience

Agency Owner, Provisional

JAN 21 – PRESENT

- Worked with founders in launching Stride, The Board of Life, and Village
- Collaborated with agencies to deliver digital marketing campaigns for Daikin, Citi, and Google's Gemini launch.
- Supported Walnut (now Arrow) through proof-of-concept to eventual pivot
- Designed and built comprehensive marketing sites, landing pages, and automated funnels for Biddeo, and independent insurance professionals

Director of Product Design, Bennie

NOV 19 – NOV 2021

- Spearheaded the design and launch of our web and mobile apps, ensuring cohesive user experiences across platforms.
- Collaborated with cross-functional teams to validate product concepts and refine marketing communications, enhancing brand consistency and engagement.
- Led the research and strategy and developed the requirements of our users' most loved feature, Ask Bennie, a streamlined customer support center that enabled users to demystify their companies benefits packages, get appointments with providers booked for them, estimate out-of-pocket expenses, and more with our concierge team.
- Designed internal tools for improving our client implementation, drastically reducing the time to onboard new clients.

Lead Product Designer, Centivo

JAN 2018 – NOV 2019

- Designed and launched the member experience apps for health insurance startup Centivo. Using a mobile-first approach with iOS, Android, and Web apps built with React and React Native.
- Worked directly with the founding team of insurance veterans to define and translate the nuances of the Centivo plan design and network, into a user-friendly experience for members.
- Collaborated with our internal and external development partners to articulate product requirements, and find solutions to technical limitations, and ensured adherence to HIPAA regulations
- Led user testing sessions, and synthesized focus group findings, iterating and refining the experience through our pilot program

Senior Designer, This Place

MAY 2017 – JAN 2018

- GLUE Design System Delivery: Embedded with London engineering team to fix design-to-development handoff issues and get releases moving
- Sprint/T-Mobile Merger UX Strategy: Worked directly with executives from both companies to design unified customer experience for post-merger integration
- Created navigation and account management flows that enabled seamless customer transition between brands

Early Career, Highlights

2010 – 2017

- Redesigned 401k enrollment flows of Valic.com with **AIG** (2017)
- Designed and launched **Advisor Connect's** MVP app for financial advisors which led to an acquisition (2016)
- Designed a validation platform used by teams from Citi, GE for **Bionic** (2015)
- Created experimental tools as part of **The Huffington Post's** R&D group, **Huffpost Labs** (2013)
- Designed MVP ad tech platform and brand materials for **Unified** that led to \$14M (2012)