

Andrea Fratto

Principal UX Design Leader

Design strategist and leader with 18+ years establishing design practice and driving business outcomes through user-centered innovation. Expert in building scalable design systems, navigating complex stakeholder environments, and connecting design decisions to customer and revenue growth metrics. Proven ability to lead through influence as hands-on Principal IC or practice leader.

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🌐 LinkedIn

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WORK STYLE

"Beyond the projects, what sets Andrea apart is her rare blend of UX craft, product sense, and technical fluency. She doesn't just design what's asked, she asks the right questions, brings the right people into the room, and helps teams make decisions that scale."

"She's a builder, a bridge, and a strategic force. I'd work with her again in a heartbeat."

Cherene Aubert

SVP Ecommerce + Digital, ILIA Beauty

EXPERIENCE

4.9 years • ILIA Beauty

Laguna Beach, CA

Senior Manager UX / UI

3.4 years • Apr 2022 - Jun 2025

Manager UX / UI

1.6 years • Nov 2020 - Apr 2022

Led design strategy for \$100M+ clean beauty brand's D2C e-commerce platform, serving 500K+ customers across web and mobile touchpoints.

- Solo design strategist for \$100M+ D2C platform, owning end-to-end UX from research through implementation across web and mobile touchpoints.
- Established branded design system and component library from scratch, reducing development time 40% in liaison with engineering.
- Drove 25% conversion rate increase through data-driven checkout optimization using FullStory and Hotjar behavioral analysis, and A/B testing.
- Identified \$2M+ revenue opportunity through comprehensive UX audit synthesizing funnel analysis, user research, and technical debt assessment.
- Custom features and Integrations : Architected complex platform integrations including Shopify Plus loyalty programs, subscription management systems, and personalized product recommendation engines.
- Navigated stakeholder environment to influence product roadmap and strategic decisions through design expertise and business acumen rather than organizational authority.

UX Consultant

HUM Nutrition

2.3 years • Jan 2018 - Aug 2020

Los Angeles, CA

Transformed personalized nutrition platform from supplement e-commerce to comprehensive wellness ecosystem through strategic UX leadership.

- Optimized acquisition funnels resulting in 35% improvement in customer lifetime value through personalized onboarding experience and behavioral research.
- Designed and launched responsive blog platform (The Wellnest) driving 200% increase in organic traffic, establishing brand thought leadership in wellness category.
- Architected member experience features including custom supplement routine builder, multi-platform reminder system, and nutritionist consultation flows that increased retention 20%.
- Built scalable design system across WordPress platform, reducing design-to-development handoff time 50% while ensuring consistent brand experience.

Lead UX Designer

Wipro / Appirio (Salesforce Partner)

Client : Align Technologies

5 months • Apr 2017 - Aug 2017

Los Angeles, CA

Led UX design for global field sales CRM iOS app serving 10K+ sales professionals across 15 countries, unifying fragmented legacy systems.

- Designed enterprise mobile CRM serving 10K+ global sales professionals, improving field productivity 30% through intuitive dashboards and streamlined workflows.
- Conducted international user research including ride-alongs, contextual inquiries, and to understand business culture across 15 countries to inform design strategy and inform unique features.
- Created iterative prototyping framework with continuous stakeholder feedback cycles, reducing development rework 60% and enabling parallel design + tech architecture sprints.
- Prioritized design specifications and usability testing scenarios for QA/Testing and successful enterprise deployment.
- Unified fragmented legacy systems by reconciling competing regional requirements, custom excel work-arounds, and cultural workflows into cohesive user experience.

Sr. Experience Designer

Dollar Shave Club

8 months • Sep 2015 - Apr 2016

Los Angeles, CA

Redesigned iOS and Android apps for 2M+ subscription members during company's rapid growth phase and \$1B valuation achievement.

- Led Android mobile design for parity with existing iOS ensuring cult-loved brand experience across all devices.
- Designed personalized gift guide system with intuitive flow to purchase for someone else, increasing average order value and customer satisfaction.
- Designed editorial space for Android + iOS to bring "Bathroom Minutes" and "MEL" content for 900k monthly readers.
- Presented "Inspo + Info" UX vision to collaborative design teams to align stakeholder vision with user experience priorities.
- Optimized acquisition/subscription/bundles experience contributing to 40% of new member growth + first-time order AOV.
- Implemented lean UX method of rapid prototyping for proof-of-concept design reviews.

UX Strategist / Lead

Violet Grey

2 months • Aug 2015 - Sep 2015

West Hollywood CA

Led UX design for luxury beauty e-commerce platform, creating curated holiday shopping experiences for discerning beauty consumers.

- Designed personalized gift guide system with intuitive persona-based filtering and price/category discovery, increasing average order value 15%.
- Created responsive design framework with modular content ensuring consistent premium brand experience across all devices.
- Collaborative design workshops aligning the team's vision with user needs and technical feasibility.
- Developed elegant gift card purchase flow supporting holiday revenue goals through streamlined personalization.

Sr. Experience Architect / Lead

Isobar (acquired Roundarch)

2.1 years • Jan 2011 - Jan 2013

Chicago, IL

Led enterprise UX initiatives for Fortune 500 clients including Starwood Hotels, Motorola, U.S. Air Force, and Royal Bank of Canada.

- Specialized in complex system integration bridging legacy enterprise infrastructure with modern user expectations.
- Designed enterprise CMS solutions for Starwood Hotels improving admin workflow efficiency 50% through user-centered task optimization and error reduction.
- Created specialized applications including Gartner Research iPad app for C-suite executives and managed delta revisions for a U.S. Air Force officer review tool—modernizing an all-paper, in-person procedure into a remote online workflow.
- Assisted global usability research supporting international product launches across hospitality, defense, financial services, and telecommunications industries.

CERTIFICATIONS

AI for UX Design

DesignLab

Aug 2025

Understanding context tools and foundations to design and build with human governance for bias, veracity, originality, nuance, privacy, copyright, and accessibility.

- **Figma + ClaudeCode** for Design + Engineering
- **GitHub** Codebase + PRs + Hosting
- **Vercel** Cloud hosting
- **Figma Make** UI proof-of-concept
- **Cursor** UI proof-of-concept
- **Gamma** Stellar decks from an outline and image tweaks
- **Perplexity** Competitive research
- **Sora** Videos from a photograph or idea
- **ChatPRD** Draft/hone a PRD from an idea
- **UX Pilot** Lo-fi vibe wireframes
- **ChatGPT** Mock interviews with customers + stakeholders
- **Versive** Pilot usability studies with real and AI users

SKILLS

Leadership & Strategy

UX Strategy
UX Design Leadership
UX Design Operations
Design Systems Architecture
Cross-functional Collaboration
Stakeholder Management

Research & Innovation

0-to-1 and First Principles
User Research
Conversion Optimization
A/B Testing
Data-driven Design
Customer Journey Mapping

Technical Expertise

Figma Suite: Design, Make, Sites
Adobe Suite: Media Encoder, Atlassian Suite: Loom, Jira, Confluence
Shopify Plus
Salesforce
Axure
AI-Enhanced design
Responsive web design
iOS/Android

EDUCATION

BA Interactive Multimedia

Columbia College, Chicago, IL

AA Liberal Arts, English

Harper College