

Andy Crescencio

Senior Digital Designer

Phone: 3309794293

Linkedin: [in/acrescencio](https://www.linkedin.com/in/acrescencio)

Email: andycres8833@gmail.com

Portfolio: andycres.com

Senior digital designer who drives business impact through empathy-driven design that considers every stakeholder—from end users, to developers, to production teams.

Achieved 300%+ revenue growth and 165%+ ROAS by understanding user emotions and journey pain points while designing for seamless team execution. Now transitioning into product design with hands-on experience in cross-functional collaboration and building systems that work for everyone.

Skills

Design & AI Tools Stack:

Figma, Adobe CC, Webflow, Framer, Replo, Claude, Higgsfield, Replit

Design Skills

UX/UI Design, Email Design, Web Design, Brand Design, Video Editing, Product Design, Design Systems

Technical Skills:

HTML/CSS, A/B Testing, Analytics, Conversion Optimization, Email Marketing Platforms

Soft Skills:

Cross-functional Collaboration, Client Relations, Stakeholder Management

Experience

Product Designer

Stealth Startup

Los Angeles, CA

2025-Present

- Established brand identity, visual design system, and product UI components to assist in achieving user, and business goals.
- Partner directly with CEO and CTO on product roadmap decisions, user acquisition strategy, and MVP feature prioritization.
- Designed complete user onboarding flow, core product features, and retention-focused engagement sequences for long-term growth and retention strategies.
- Led user research initiatives including interviews, usability testing, and feedback analysis to optimize product design and drive product iterations.

Freelance Designer & Consultant

Freelance

Los Angeles, CA

2017-Present

- Provide design consultation and creative solutions for business and marketing needs.
- Lead brand redesigns and marketing pivots to align business goals with target audiences.
- Manage end-to-end client relationships from discovery to project delivery.

Senior Design Manager

Mutesix

Los Angeles, CA

2022-2024

- Directly collaborated with cross-functional teams and client executives generating \$2M+ in annual revenue across all clients.
- Led Webflow development and design integration, expanding service offerings and generating additional revenue streams for the agency.

Senior Design Lead

Mutesix

Los Angeles, CA

2020-2022

- Spearheaded company-wide adoption of Figma design platform, training 30+ cross-functional team members and increasing design team productivity by ~75%
- Established new client acquisition processes through improved design capabilities, resulting in 60% increase in new business.
- Redesigned cross-channel workflow processes, eliminating design bottlenecks and increasing team output.
- Designed paid social creative and web experiences achieving 165%+ ROAS across Meta and Google.
- Built creative assets that generated over 2M impressions monthly across multiple client portfolios.

Web & Email Designer

Mutesix

Los Angeles, CA

2019-2020

- Designed email campaigns and landing pages that drove 300%+ YoY revenue growth for multiple e-commerce clients.
- Contributed to streamlining design processes and quality control standards.

Email Designer & Developer

Newegg Commerce Inc.

City of Industry, CA

2018-2019

- Redesigned Canadian regional newsletter templates based on market research and demographic analysis, growing subscriber base by 40%
- Designed weekly email campaigns and promotional graphics that contributed to a 26% YoY email revenue increase for US and Canadian markets.
- Identified and eliminated production inefficiencies in creative production workflow, reducing project turnaround times.

Digital Designer

Performance Health

Akron, OH

2016-2017

- Designed social media campaigns and digital assets for 4 internal brands, generating 250K+ monthly impressions.
 - Created email templates and landing pages that increased mailing list growth by 20% across in-house umbrella brands.
 - Developed brand guidelines and visual standards for consistent multi-channel marketing execution.
-

Project Experience

AI-Powered E-commerce Platform

2025

Stealth Startup

- Built complete product experience from concept to beta launch with minimal initial direction or requirements.
- Created comprehensive user flow mapping and wireframes for all core screens and user journeys across the entirety of the platform.
- Designed UX solutions for AI processing delays, including loading states to manage user expectations for LLM response times.
- Combined AI-powered competitive analysis with traditional user interviews to uncover key UX problems, resulting in streamlined onboarding flows and successful beta launch within a month.
- **Results:**
Delivered functional beta platform in 2 months, achieved \$50K+ in sales during early proof-of-concept launch phase.

Figma Integration

2020

Mutesix

- Researched and evaluated 5+ design collaboration tools, presenting a business case for Figma adoption to the executive team.
- Designed a comprehensive training program and led 8 workshops across departments, and onboarding 30+ team members to the platform and new production workflow.
- **Results:**
Reduced design iteration time by 40%, enabled real-time client collaboration, generated new client leads through expanded capabilities resulting in increased agency revenue.

- Analyzed user analytics and collaborated with UX lead to identify 3 key friction points in the professional portal signup process.
- Facilitated user interviews with healthcare professionals and patients to develop detailed personas for targeted UX improvements.
- Redesigned signup flow with streamlined form fields and improved visual hierarchy for better user comprehension.
- **Results:**
Reduced signup completion time from 8 minutes to 5 minutes (40% improvement), increased conversion rate by 25%, and increased healthcare professional adoption of Profinder platform to connect with potential patients.

Education

Bachelor of Technology, Computer-Aided Design <i>Kent State University</i>	Kent, OH
Associate of Technology, Computer Engineering <i>Kent State University</i>	Kent, OH

Certifications & Awards

Webflow Agency Partner	2024
Communicator Award: Landing Page Excellence for Walden Local	2024