

Andrew Eichinger

Product Designer & Developer
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Professional Summary

Product Designer & Developer with 5+ years of experience in web design and front-end development, and nearly a decade in creative direction through songwriting and production. Skilled in crafting responsive, accessible, and visually compelling digital experiences. Strong expertise in UX research, UI design, and front-end development using Figma, Webflow, and modern design systems. Proven track record of balancing user needs with business objectives to deliver intuitive, user-centered products.

Professional Experience

Product Designer & Developer

Dieselmatic – Toronto, ON

Aug 2023 – Present

- Collaborated within an agile product team to ship multiple in-app tools for business partners.
- UX research and UI design for an in app customer facing job board product; built a scalable design system supporting long-term growth.
- Led end-to-end product design for a new self-serve website builder product including onboarding, app UI, branding, and website builder experience.
- Contributed front-end development for website builder, translating UX/UI designs into responsive, user-focused components and interfaces in React, while optimizing performance and accessibility.
- Co-led initiative to redefine plans and pricing structure for our partners; introduced a new self-service plan.
- Designed and developed accessible, responsive websites for heavy-duty truck shops using Figma and Webflow.

Web Developer I

Q4 Inc. – Toronto, ON

Nov 2021 – Jan 2023

- Built custom investor relations websites using a headless CMS and modern web technologies.
- Partnered with developers, UX designers, QA, and content authors to ensure accessibility and brand consistency.
- Contributed to company-wide improvements in accessibility standards and compliance.

Web Designer & Developer (Freelance)

Toronto, ON

Jul 2021 – Present

- Designed and developed websites and branding for small businesses with a focus on UX, performance, and SEO.
- Selected Projects:
 - *Lauren Goodman Design Studio* – Full site design, SEO, branding
 - *Canada Merch Co.* – Site design, development, and merchandise branding
 - *Timbits Hockey Club* – Branding, merchandise, and website design

Songwriter, Producer, Creative Director

Seaway Music

2011 – 2020

- Produced creative projects including music videos, marketing campaigns, and four full-length albums.
- Managed e-commerce site content and marketing copy.
- Coordinated with record labels and agents to launch successful album releases and brand promotions.

Education

Juno College of Technology

Web Development Bootcamp – 2021

University of Western Ontario
Bachelor of Arts – 2010–2013

Skills

Design & Prototyping: Figma, Adobe Illustrator, Photoshop

Development: HTML, CSS, JavaScript, React, Webflow

UX/UI: UX Research, UI Design, Accessibility, Product Design

Tools & Platforms: CMS (Headless), SEO Optimization, Responsive Design