

ANDREW FRUEH



<https://andrewfrueh.design>



Salt Lake City, UT

Creative Leader | UX Designer | Full-Stack Developer

PROFILE

UX leader with 20+ years in healthcare technology. Experienced in uniting design vision and engineering execution to deliver scalable, user-centered solutions. Proven success establishing design systems, leading cross-functional teams, and driving digital transformation. Skilled in mentoring designers, building collaborative culture, and aligning design strategy with business and clinical outcomes.

EDUCATION

2010

MASTER OF FINE ARTS

Rochester Institute of Technology

Imaging Arts & Sciences (Computer Animation)

2003

BACHELOR OF ARTS

University of Rochester

Computer Science, Studio Arts

SKILLS

Design Leadership & Strategy

Design systems architecture, UX team building & mentorship, DesignOps, Product design strategy, Stakeholder alignment, Executive presentation

User Experience & Research

User-centered design, Interaction design, Information architecture, User research & testing, Journey mapping, Accessibility

Full-Stack Development

Angular, HTML / CSS / TypeScript, .NET / C#, SQL, Webflow, Component-based architecture, API integration, Responsive design, Git / GitHub

Tools & Platforms

Figma, Adobe CC, Webflow, Visual Studio Code, Azure DevOps

WORK EXPERIENCE

Health Catalyst - Senior Vice President, User Experience

Salt Lake City, UT | 2015–Present

- Founded and led **Cashmere**, Health Catalyst's open-source design system, as both creative lead and principal Angular developer.
- Built and scaled the company's first centralized UX team (10 designers), elevating design maturity and consistency across all product lines.
- Directed the overhaul of **HealthCatalyst.com**, migrating from WordPress to Webflow, saving \$200K annually and co-leading the corporate rebrand.
- Designed and prototyped core healthcare analytics applications, conducting in-person usability testing with clinicians.
- Directed the digital experience for the **Healthcare Analytics Summit**, including custom web and mobile platforms for 2,000+ attendees.

Heizenrader, LLC - Creative Director

Salt Lake City, UT | 2015

- Oversaw all creative output for a boutique digital agency specializing in healthcare and technology clients.
- Partnered directly with clients to define mobile app strategy, pitch concepts, and present prototypes.
- Directed cross-disciplinary teams producing motion graphics, video, and interactive applications.
- Delivered high-impact design solutions that led to expanded engagements with key accounts, including Health Catalyst (later joined full-time).

Infuse Medical - Creative Director

Lehi, UT | 2010–2014

- Led creative vision for medical device education apps, training platforms, and serious games, overseeing a \$6M annual portfolio.
- Managed design and production teams to deliver award-winning interactive experiences for clients like Medtronic and Boston Scientific.
- Promoted rapidly from Multimedia Developer to Creative Director within six months.

Interact Mediaworks - Senior Technical Artist

Salt Lake City, UT | 2008–2010

- Produced high-end 3D and interactive media for healthcare marketing and training.
- Specialized in complex dynamic simulations, shader development, and visual storytelling.

Second Avenue Software - Art Director

Rochester, NY | 2006–2008

- Led art and design teams creating educational software for major publishers.
- Defined visual direction, managed distributed teams, and ensured delivery quality.