

ANDRE SALCIDO

Product Design • UX • UI

EXPERIENCE

Experience Design Quad Lead, U.S. Bank, Gresham, OR — 2025-present

- Leading and managing a distributed team of experience designers and content strategists embedded within 7 scrum teams, ensuring alignment, collaboration, within the Cards Competitive Advancement Portfolio.

Experience Designer, U.S. Bank, Gresham, OR — 2022-2024

- Led discovery and design phases within the Card Account Management scrum team, helping design digital credit card servicing features for web and native mobile platforms. Recent feature releases include report cards lost or stolen, track your card and credit card upgrade.
- Produced visual designs and interactive prototypes utilizing internal design system and presented for stakeholder and design reviews.
- Ran unmoderated usability studies to inform design decisions with qualitative testing data.

Visual Interaction Designer, U.S. Bank, Gresham, OR — 2018-2022

- Led visual design and prototyping efforts within Retail Payment Services for Digital Disputes, Fraud and other features, from refinement through release on mobile and web platforms, while implementing A11Y best practices.
- Led product designs, UI component enhancements and design review presentations.

UX/UI Designer, Michaan's Auctions, Alameda, CA — 2003-2018

- Increased online bid submissions by 63% through web form UI design.
- Increased monthly auction revenue by 1.3-2.4% through design of online "Buy It Now" feature.

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EDUCATION

Thoughtful (UX Design studies)

The Evergreen State College,
Olympia, WA (BA in Liberal Arts)

City College of San Francisco,
San Francisco, CA (Fine Art and
Film studies)

Portland State University,
Portland, OR (Computer Science
studies)

SKILLS

Adobe CC

Axure RP

Figma

Final Cut

Invision

Mural

Sketch

A11Y

Design discovery facilitation

Rapid prototyping

Storyboarding

UserZoom

UX research

Visual design

Wireframing