



## Employment

**Pinterest** San Francisco, CA  
**Senior Product Designer** 2015 - 2023

Led and collaborated with the full spectrum of roles from heads of design and engineering to individual contributors, contractors and interns to ship impactful product features including, an updated UI and UX for save, Pinterest's logged out state, related search discovery, the Explore curation tool and notifications, the iOS Pinterest widget, the Facebook Messenger Pinterest app, the Google Chrome Pinterest extension, the Conversation Starter experience tuner, Accessibility Lab, and printed environmental pieces.

Creatively directed and co-produced Pinterest's Gestalt design system documentation, and collaborated on icon design and direction with Susan Kare of Apple fame. Was accountable for many product-wide updates including, icons, system fonts, accessible color, and core components. Supported design and crossfunctional partners with guidance on product design standards via the design system "help desk" Slack channel, office hours, workshops, and in one-on-ones. Provided continued support as a Gestalt ally long after departing the team with collaboration on components, guidelines, and the onboarding of new hires.

Teams supported:  
Search, Explore, Core Experience, Gestalt Design System, Social Product, Content Growth, and Logged Out Product

**Redshift** San Francisco, CA  
**Lead Visual Designer** 2011 - 2014

Led visual design for a boutique user experience agency who's primary accounts were Google, including SXSW, Offers, and Nexus, and Symantec, including Enterprise, and Norton. Mentored design staff toward raising the quality bar for visual design and production.

Scott Andrae  
415.513.3846

scottotron@gmail.com  
scottandrae.com

## Selected Projects

### **Pinterest icons**

Standardized the process for icon design, production, and implementation. Set org expectations for icon deliverables with an optimized workflow, a refactored icon set, size and naming standards, and guidance to encourage distributed icon design and export of assets from Figma.

An intended outcome of this initiative was to endorse Susan Kare for the role as creative director of icons. However, owing to a company reorganization, I inherited her position and successfully held it for the subsequent five years until my departure from Pinterest.

### **Google Chromecast game and retail experience**

Creatively directed and produced the sender and receiver UI, characters, and environment for the Chromecast SDK example game title "Spell Cast" which was featured at Google I/O 2015. Additionally, I led the visual design for the 2nd generation Chromecast point of purchase retail experience for Bestbuy.

### **Fine Arts Museums of San Francisco membership print work**

Creatively directed and produced printed marketing and membership pieces for the de Young museum which were integrated by Foote, Cone & Belding into the national opening campaign.

### **Stefan Sagmeister redesign**

Reinterpreted Stefan Sagmeister's original work, "Everything I do Always Comes Back to Me" for HOW Books, "Rethink Redesign Reconstruct". Work was subsequently featured in Sagmeister's autobiographical "Things I have Learned in My Life So Far".

3145 Geary Blvd, No.335  
San Francisco, CA 94118

## Experience

A senior design leader specializing in guiding product and design system initiatives for both web and mobile platforms. Acknowledged for a strong foundation in product strategy, creative direction, visual design, cross-functional team collaboration, and fostering a positive team culture. Possesses an opinionated perspective and proficiency in product and brand-related aspects, including icons, typography, illustration, printmaking, and traditional art processes. Adept in commonly expected product and visual design software. Tenacious, considerate, and unflappable.

## Education

**Rhode Island School of Design**  
Providence, RI  
BFA, Industrial Design, 1989

**Center for the Book**  
Letterpress, 2008

**California College of the Art**  
Advanced Life Drawing/Painting, 1995