Andrew Gehrke

Product Design Manager · Enterprise & AI-Native Products

andrew@andrewgehrke.com | andrewgehrke.com | Seattle, WA | 832.515.1501 | linkedin.com/in/ajguxd

Summary

Product design manager and player-coach for complex enterprise and AI-native products, with 17 years in design, 13 of them leading design teams. Leads UX for a finance platform replacing a legacy system for over 18,000 customers across about 180 firms, and still builds the prototypes.

- Cut field job time 37% in testing for ~30,000 technicians, and campaign journey build and QA from 3 days to 8 hours.
- Lead the AI-native redesign of a 40-year-old banking platform for a US digital bank.

Experience

UX Manager

Ascendion | Remote | 2026 – Present

Promoted from Senior Lead UX Designer in 2026, formalizing the role held on this project since 2024.

US digital bank, 2024 – present

- Lead UX on a program of 100+ developers and BAs (about 5 development pods and a BA pod), shaping the product with pod leads from the client's requirements, and coaching the pods on story writing and development goals.
- Lead the AI-native redesign of a $30M finance platform for a US digital bank: an AI agent drafts payables from incoming bills, with confidence alerts and human approval for anything that moves money. The platform replaces a legacy system; firms begin converting in January.
- Delivered 32 modules and cut rework 85% by settling requirements with AI prototypes first, including requirements for 10 modules in 2 months. A client SVP: "This is what world class software looks like!"
- Manage a team across US and India time zones that has peaked at 5 designers (1 Principal, 2 Senior, 2 Junior): regular 1:1s, hours and leave, review input to directors, and early interview rounds, with each junior paired with a senior by strength.
- Guided the team that built the bank design system, then grew two interns into owners of it and of the Payables and Data Migration modules.
- Lead the program's move to Claude-based workflows for design, development and BA teams. My AI prototypes are used by every pod lead, some of their developers, 5 BAs and 3 members of the client's product team. Prototype in code with Claude Code and the Figma MCP.

Senior Lead UX Designer

Ascendion | Remote | 2022 – 2026

Contract, then full-time from 2023.

Fortune 100 US telecom provider, 2023 – 2024

- Oversaw user testing on the telecom and banking products, watching sessions and asking follow-up questions.
- Cut field job time 37% in testing (80 min to 50 min per job) by leading design of a mobile app now used by ~30,000 technicians.
- Saved ~5 hours per inventory cycle by replacing a manual 14-day equipment count with scan-verified, live truck stock.
- Turned contested handoffs into one delivery team as design lead for a team of 8 client UX professionals, including 2 UX directors; the client extended the engagement by about 6 months.

Global social media platform, 2022 – 2023

- Reduced campaign journey build and QA from 3 days to 8 hours with a journey editor in map and table views for its campaign teams.

Senior UX Designer (contract)

Collabera (now Ascendion) | Remote | 2021 - 2022

Global enterprise software company, 2021 - 2022

- Designed a deal-cycle and timeline tool for its sales teams, now used daily by the company's CEO.

Creative Director

Health Cost Control, Inc | Houston, TX | 2017 - 2021

Sole designer leading all design for the company: brand, product experience and environmental design.

- Cut data entry time 20% by rebuilding the company's medical rebilling software from the ground up, designing it and managing its production and development.
- Built and managed the company's complete brand: identity, website and marketing materials.

UX Designer

Graham Ventures, Inc | Houston, TX | 2016 - 2017

Sole designer across the company's brands, including Code Ninjas and Franchiczar, from brand to digital experience.

- Managed the marketing media that helped take Code Ninjas from launch to its first 20 franchises in year one, including photography of the pilot dojo's grand opening.

Co-owner and Design Lead (alongside roles)

WiredTortoise / TopHat.io | 2013 - 2018

Co-owner and the design lead: owned every design decision, from brand to product. Before this, sold branding and print design independently from 2009.

- Designed, built and launched fleet tracking software from 0 to 1 at WiredTortoise, aggregating RFID and OBD-II device data in real time to show what was happening with any vehicle at any time and location.
- Designed a digital logging device for truck drivers from 0 to 1.
- Designed a digital visitor's center from 0 to 1 for a local government at TopHat.io, to be installed in hotels, with local ad space to generate revenue for the city.

Also worked in: Oil & Gas, Logistics, Government Services, Healthcare

Skills

Design practice: Prototyping, User Research, Usability Testing, Interaction Design, Accessibility (WCAG), Systems Thinking

Product & leadership: Design Leadership, Design Management, Product Design, Design Strategy, Design Systems, Legacy Modernization, Coaching and Mentoring, Team Leadership & Mentoring, Product Strategy, Workshop Facilitation, Cross-functional Leadership, Design Operations

AI integration: Agentic AI Product Design, AI-Augmented UX Design, Enterprise AI Integration

Tools & AI: Figma, Claude Code, Figma MCP, HTML / CSS, Jira, Azure DevOps, Confluence

Methods: Service Design, Usability Testing, Task Analysis, Contextual Inquiry, Journey Mapping, Heuristic Evaluation

Education

BFA, Graphic Design | Sam Houston State University