UX / PRODUCT DESIGNER

ANDREW BLACK

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Experienced designer with a proven record of advancing core software products and driving impactful research. I'm all about outcomes over output, crafting solutions that deliver customer value and drive business success. Design isn't just my job, it's my way of sparking positive change and leaving a meaningful mark.

EXPERIENCE

UX Designer
Jun '22 - Present

Artemis Health - Health & benefits analytics

- Spearheaded UX enhancements and data analytics for the core product offering. Blending user insights with data to boost content library engagement by 93%.
- Co-creating a multi-business unit design system, aimed as reducing design & development time, while ensuring consistency across all platforms.
- Facilitated hundreds of user interviews and usability tests, uncovering the 'aha' moments that shaped product innovations.

UX Designer
Jun '21 - May '22

Legrand - Smart home applications

- Delivered a complete design solution for a residential shading app, from discovery to high-fidelity prototypes, that shaved an hour off installation time.
- Drove design system adoption across business units, boosting consistency and design efficiency by nearly 50%.
- Introduced an analytics plan to decode user behavior, empowering the team to make decisions backed by data, not guesswork

UX Design Intern
Feb '21 - May '21

Legrand

UX Design Consultant / Freelance
Oct '20 - Jan '21

Tanzania Pride Tours - Treks & Safaris

- Designed a quote request process, driving a 133% increase in new monthly leads.
- Designed and launched a user-friendly website for a family-owned travel agency, boosting accessibility and online presence.
- Empowered ongoing management: Built the site to be easily maintainable, enabling the family to update content and make changes independently.

Content Strategist / Freelance
Oct '20 - Jan '21

Gibbs Smith Publishing - Book Publisher

- Conducted market research and developed content strategies to identify and pursue several new revenue opportunities.
- Designed, iterated, and built a fully operational physical prototype, showcased effectively to stakeholders.

EDUCATION

B.S. Web Design & Interaction
Aug '16 - May '20

Utah Valley University

- 3.9 GPA, Summa Cum Laude
- Recipient of the Dean's Merit CET - Digital Media Scholarship 2020
- Member of the UVU Experience Design Club Presidency, organizing design sprints with local companies to solve real-world challenges.

SKILLS

- **User Research:** Turning interviews and analytics into user-love stories.
- **UX Design Expertise:** Translating business & tech requirements into wireframes, prototypes, and user flows that delight!
- **Visual Design Mastery:** Designing scalable mockups and systems that are pixel-perfect and WOW-worthy.
- **Cross-Functional Collaboration:** Bringing PMs, engineers, and stakeholders together like a well-synced jazz band.

TOOLS

Figma
Sketch
Adobe Suite (XD, Illustrator...)
Microsoft 365
Miro
Fullstory
Usertesting.com
UserPilot

LEARNING

Object Oriented UX Certification
System modeling, create intuitive navigation that follows user's mental models.

VOLUNTEER

UXStrat - Volunteer Lead
(Apr & Sep 2020)

Adobe XD - Ambassador
(Aug 2019 - May 2020)

UVU UXpedition - Organizer
(Oct 2019)

UVU UXplore - Organizer
(Aug 2019 - May 2020)

Front Utah - Volunteer
(Spring 2019)