

ANDREW BLACK

Experienced product designer with a proven track record for turning complex problems into simple, impactful solutions. I lead with research, focus on outcomes, and believe great design drives both customer value and business growth.

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435.919.7602

SLC, UT

EXPERIENCE

Senior UX Designer

Jan 2025 - Present

Artemis by Nomi Health - Health & benefits analytics

- Co-led end-to-end redesign of core product; discovery (20+ user interviews), iterative prototyping, usability testing, and hi-fi design delivery.
- Owned platform analytics; implemented FullStory & Userpilot, defined key metrics, built dashboards, and delivered insights to product, CS, and executive teams.
- Created a client-branded export option, driving retention across 300+ sub-clients.
- Introduced AI prototyping to accelerate concept validation when engineering resources were limited.

UX Designer

Jun 2022 - Dec 2024

- UX lead on core product; owned end-to-end design and analytics. Drove a 93% increase in content management engagement through user-centered improvements.
- Designed and implemented a white-labeling solution that enhanced platform appeal among consultants, helping secure new broker clients.
- Co-created a multi-business unit design system, aimed at reducing design & development time, while ensuring consistency across all platforms.

UX Designer

Feb 2021 - May 2022

Legrand - Smart home applications

- Owned end-to-end design of a residential shading app. Reduced product installation time by nearly 1 hour, improving contractor efficiency and satisfaction.
- 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 Consultant / Freelance

Oct 2020 - Jan 2021

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.

Content Strategist / Freelance

Jan 2020 - Jun 2020

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

Graduated: May 2020

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

- **Proactive Communicator:** Share early, often, and clearly
- **Strategic Thinker:** Design with users and business goals in mind.
- **Simplifier:** Turns complexity into clarity
- **Collaborator:** Sync seamlessly with PMs, devs, and stakeholders
- **Adaptable:** Pivot quickly in fast-paced, changing environments

TECHNICAL SKILLS

- **User Research:** Turn interviews + data into insights that drive decisions
- **UX Design:** Sketch, wireframe, prototype, and test for usability
- **Visual Design:** Craft responsive, pixel-perfect interfaces
- **Design Tools:** Figma, Framer, Adobe CC, Lovable
- **Design Systems:** Build UI libraries that scale with design and engineering workflows

LEARNING

Object Oriented UX Certification

System modeling, create intuitive navigation that follows user's mental models.

REFERENCES

Kevin Parks

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