

andie goodwin

product designer

contact

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bio

hi! my name is andie and i'm ~~don norman's protege~~ a curiosity driven product designer taking a scientific approach to human centered design. i specialize in solving complex problems by creating information architecture frameworks & design systems based in the science of the human brain, aka cognitive psychology. for fun, i tinker with passion projects to continue refining my visual & interaction design skills.

education

washington university in st. louis

| bachelor of arts: psychological & brain sciences
| concentration: cognitive psychology & neuroscience

flatiron school

| certificate: ui/ux design
| concentration: design systems

skills & tools

- design systems • information architecture • high fidelity design • ux research • interaction design •
- figma • sketch • principle • adobe suite •

work

sony music entertainment

april 2022

- | product: b2b web app suite, comprehensive business tool for music industry professionals
| role: lead product designer - platforms
- create a standardized, scalable design system using incompatible designs inherited from multiple apps, that establishes consistency across apps, allowing for a seamless suite structure
 - work cross-functionally with pms & developers to phase out a legacy permissions system, creating a new, scalable permissions structure & turning a complex user flow into a simple user experience
 - continually optimize & rework the information architecture of a rapidly growing product suite
 - lead weekly design reviews with designers from all product teams, gathering requirements & feedback to ensure component & feature redesigns satisfy all use cases
 - implement workflow processes to optimize collaboration & design system usage for designers & developers, using a combination of tools & platforms to communicate statuses & updates of design system elements
 - lead designers in my area, delegating & reviewing work to ensure alignment with design system principles & business goals, while mentoring & assisting in their development as designers

bluestone safe

march 2020

- | product: b2b web app, covid-19 test management & symptom monitoring tool for organizations
| role: lead product designer, lead brand designer
- brought on at concept to lead a team of designers, working cross-functionally with business stakeholders to execute end-to-end design
 - created a responsive design system for a b2b web dashboard & b2c mobile web app

thumbroll inc.

december 2019

- | product: native mobile app, supplemental educational tool for medical students
| role: lead ui/ux designer, interaction designer
- redesigned a dated interface with an emphasis on visual & interaction design to improve learning & engagement
 - consolidated redesign into a ui library for future designers, including design system documentation

monkey miles

november 2021

- | product: blog site, hub for travel & credit card strategy
| role: ui/ux designer, brand designer
- created a scalable design system, followable for non-designers
 - established a matrix structured information architecture system that organized & linked thousands of blog posts