

Austin Andriese

UX Designer | Product Strategist

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Work Experience

User Experience Designer (Remote)

Nov 2021 - Current

Willis Towers Watson

- Curated our roadmap process to involve UX in product strategy
- Led the charge on segment-wide data tracking through Fullstory
- Managed our design system and orchestrated our master prototype
- Established our UX process to ensure standards and accountability
- 3x conversion on private healthcare plans
- Improved customer satisfaction scores (NPS) by 30 points

Sr UX Designer (Remote, Freelance)

Jun 2022 - Jan 2023

Rootchat

- Led product strategy, project management and design
- Managed Jr designers while simultaneously working as an individual contributor
- Facilitated high-level strategy sessions with the CEO and CTO
- Collaborated with oversea developers via video-recorded handoffs & documentation
- Produced custom, hand-drawn illustrations
- Created the design system from scratch, including the brand identity

UX Designer (Hybrid)

Apr 2021 - Nov 2021

United Financial Freedom

- Led the design as a solo designer over three massive fintech products
- Facilitated whiteboarding activities with CEO and development team
- Created and managed the design system using bootstrap components
- Built relationships with key stakeholders and understood their pain points
- Managed our research and data tools and used them to back up my design decisions

UX Designer (Remote, Freelance)

Feb 2022 - May 2022

Western Carpet Cleaning

- Led the design strategy from web design to branding
- Wrote the copy to fit the brand's personality and optimize SEO searchability
- Developed the website using Webflow
- Created custom illustrations and animations, curating the brand identity
- Made them stand out amongst the saturated industry of local competitors

UX Designer (Remote, Freelance)

Jan 2021 - April 2021

Wash Me Solar

- Led the design strategy from web design to branding, and marketing
- Strategically positioned the brand as premium in their market
- Collaborated with the founder to write copy that fits the brand's personality
- Created custom illustrations and animations, curating the brand identity
- 2x in revenue the first year, the founder sold the business for a large profit

UX Designer (Remote, Freelance)

Jun 2020 - Sept 2020

Eyring Pest

- Led the design strategy from web design, branding, and marketing
- Collaborated with the founder to write copy that fits the brand's personality
- Developed the website using WordPress
- 500% customer base increase within six months of launch
- 50% conversion rate for online users

Bio

I'm a loud introvert that is lucky enough to design for a living. I'm a user experience designer because I genuinely care about the people on the other side. I know that good design can change lives and I strive daily to make that a reality.

I enjoy working with others, I love learning every day and I am always up for a challenge.

Bonus Skills

Product Strategy

Design System Management

Workshop Facilitation

Marketing

Copywriting

Brand Identity Design

Illustration

Spanish Speaker

Knowledge

Figma, Adobe XD, Sketch, Procreate

Webflow, WordPress, Elementor

Notion, JIRA, Confluence, Trello

Userlytics, Fullstory, Hotjar, Heap

Adobe CC, Illustrator, Photoshop

Presi, Powerpoint, Slides

Word, Excel, Outlook, PowerBi

Github, Bitkraken, Unity3D, Spline

Education

Utah Valley University

Major: Digital Media

GPA: 3.8

Bingham High School

Major: Diploma + Fine Art

GPA: 3.5

Flux Academy

Online Course: Design/Development

Certificates: Web Design, Freelance, Webflow

AJ&Smart's Design Sprint Masterclass

Online Course: Design Sprint Facilitation

Certificates: Facilitation, Remote Facilitation