

# Dandrew Merriweather Jr.

## PRODUCT DESIGNER

Innovative and results-driven Lead Product Designer with over 7 years of experience in UX/UI design, specializing in creating user-centered digital products for web and mobile platforms. Proven track record in leading cross-functional teams, conducting comprehensive user research, and developing intuitive interfaces that enhance user satisfaction and engagement. Adept at utilizing design tools such as Figma, Sketch, and Adobe XD to create detailed wireframes, prototypes, and high-fidelity designs. Expertise in A/B testing, usability testing, and design systems development.

## WORK EXPERIENCE

### Lead Product Designer (contractor) 5/2022 – 6/2024

Publix

- Conducted rigorous A/B/C testing to optimize cart placement within the Publix app, integrating advanced design methodologies and user research to enhance UX.
- Implemented improvements to search functionality, resulting in a 12% increase in conversion rates through enhanced filters and a streamlined search flyout.
- Expanded the Publix Design Library by incorporating critical UI components such as the search bar, page layouts, and image carousels, boosting design efficiency by 20%.
- Utilized Figma to create wireframes, mockups, and interactive prototypes, providing meticulous specifications for seamless product development.

### Lead Product Designer (contractor) 5/2020 – 5/2022

Joindeapp

- Directed and mentored UX design interns, overseeing comprehensive product design processes from prototyping to testing.
- Spearheaded the development of chatbot solutions for McDonald's and MSBC, elevating customer service experiences through innovative UI/UX designs.
- Conducted in-depth user research and usability testing, leveraging findings to validate design concepts and enhance product usability.
- Collaborated closely with engineering teams, ensuring product solutions aligned with strategic business goals and quality standards.

### Lead Product Designer (contractor) 1/2020 – 4/2022

Elevate

- Led the design and implementation of intuitive interfaces for software applications, tools, and dashboards, specifically tailored for a curriculum mapping tool.
- Identified user pain points and requirements, resulting in heightened user satisfaction and accelerated adoption rates of designed solutions.
- Developed comprehensive design patterns to establish robust UI architectures and interaction flows, enhancing overall user experience.
- Generated detailed low-fidelity wireframes, high-fidelity mockups, and interactive prototypes using industry-standard tools, ensuring clarity and precision in product specifications.

### UX Designer (contractor) 7/2021 – 3/2022

Edward Jones

- Created and delivered specialized UX deliverables tailored to specific design challenges, including detailed sketches, wireframes, and interactive prototypes.
- Designed responsive interfaces optimized for various devices, improving usability and accessibility across different platforms.

## CONTACT

- 317-410-9557
- D.merriwed317@gmail.com
- [Linkedin](#)
- [Portfolio](#)

## EDUCATION

MSc. Human-Computer Interaction, Indiana University  
2017 – 2019 - Bloomington, IN

BSc. Informatics, Indiana University  
2013 – 2017 – Bloomington, IN

## CERTIFICATIONS

### Agile Delivery

- Agile Crash Course, Agile Project Management – 2020
- Scrum Fundamental Certified 2020

## SKILLS

### UX Design Skills

- User Research
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- Persona Development
- User Flows
- Interaction Design
- User-Centered Design (UCD)
- Accessibility Design

### UI Design Skills

- Visual Design
- Graphic Design
- Typography
- Color Theory
- Icon Design
- Layout Design
- Responsive Design
- Branding
- Style Guides
- Interface Design

### Tools and Software

- Sketch
- Adobe XD
- Figma
- InVision
- Axure RP

- Collaborated closely with UX researchers to integrate research insights into iterative design processes, refining UI/UX solutions based on user feedback.
- Conducted rigorous usability testing and iterative design improvements, aligning designs with stakeholder objectives and user needs.

**Product Designer, Project Manager**

6/2019 –

10/2020

Fanium Inc.

- Led extensive user surveys to gather feedback and insights, significantly enhancing user experiences for a diverse user base.
- Served as a pivotal liaison and subject matter expert in stakeholder meetings, ensuring effective communication and alignment of project goals.
- Managed the successful implementation of Notion, optimizing documentation processes and enhancing interdepartmental communications.

**UX Product Designer**

2/2018 –

6/2019

IUPUI, Indianapolis, IN

- Designed and implemented responsive web and mobile solutions for Eskenazi Health, applying a user-centered design approach to achieve project success.
- Collaborated closely with stakeholders throughout the design process, integrating feedback to deliver impactful UI/UX solutions.

**Design Associate**

5/2019 –

9/2019

Techstars

- Supported 9 fintech startups by aligning design strategies with business objectives, fostering cross-functional collaboration to deliver effective MVPs.
- Conducted workshops on lean agile UX processes, guiding teams to validate product-market fit through iterative design methodologies.

**UX Design Intern**

1/2018 –

12/2018

GravityDrive, Indianapolis

- Designed interactive UI screens for a Lawncare Management ecosystem, integrating extensive user research findings to optimize user interactions and workflows.

**UX Architect Associate Intern**

8/2017 – 12/2017

Approved Mortgage Group, Indianapolis, IN

- Collaborated on usability testing and heuristic analysis for mortgage company websites, implementing UI/UX improvements to enhance user experiences.

**UX, UI Design Intern**

1/2016 – 9/2016

Indiana University School of Medicine, Indianapolis, IN

- Redesigned a WordPress website for an autism resource center, focusing on improving functionality and content development to better serve the user community.

- Adobe Creative Suite (Illustrator, Photoshop)
- Prototyping Tools
- Proto.io
- Marvel
- Principle

**Design Systems and Methodologies**

- Design Systems
- Component-Based Design
- Agile Methodology
- Lean UX
- Design Thinking

**Technical Skills**

- HTML/CSS
- JavaScript
- UI Animation
- Motion Design

**Soft Skills**

- Collaboration
- Communication
- Problem-Solving
- Attention to Detail
- Creativity
- Empathy for Users
- Adaptability
- Time Management