

Aayla Anderson

Product Designer

www.aaylajart.com

[linkedin.com/in/aaylajanderson](https://www.linkedin.com/in/aaylajanderson)

EDUCATION

University of California - San Diego

Certificate, Human-Computer Interaction (HCI)

August 2018

University of Minnesota - Twin Cities

Master of Arts, Educational Psychology

May 2016

University of Richmond

Bachelor of Arts, French, Biology

May 2012

SKILLS

Design

Product Design, Wireframing, Prototyping, Design Systems, Accessibility, Mobile Design, Responsive Web App Design, User Journey Mapping, Customer Experience, UI, UX

Tools

Sketch, Adobe XD, Abstract, InVision, Photoshop, Illustrator, InDesign, Webflow, Zeplin, Miro, Figma, Jira, Confluence, Axure

Other

Communication, Collaboration, Strategic Thinking, Problem Solving, Presentations, Public Speaking, Empathy, Cross-Cultural Training

CERTIFICATIONS & TRAINING

Teaching Complex Topics (LinkedIn, 2020)

Accessibility for Web Design (LinkedIn, 2019)

UX Foundations: Accessibility (LinkedIn, 2019)

Developing a Design System (LinkedIn, 2019)

Learning Data Visualization (Lynda.com, 2018)

Analyzing User Data (Lynda.com, 2017)

Implementation Planning (Lynda.com, 2017)

Intercultural Training Series (UMNTC, 2016)

Creative Problem Solving (Coursera, 2016)

Adobe XD Essentials (Lynda.com, 2016)

EXPERIENCE

Design Advocate - Professional Services | Abstract

Austin, TX (remote) | September 2019 - present

- Teach 200+ enterprise teams to how to use Abstract and implement scalable design workflows to improve the efficiency and effectiveness of their teams.
- Research and collect user insights to share with product, design, and engineering to improve user experience.
- Write user education materials and product guidelines.

UX Designer II | Rapid7

Austin, TX | October 2018 - August 2019

- Collaborated daily with designers, writers, product managers, engineers, business analysts, account managers, and others to drive best-in-class solutions that met design standards, user needs, and business goals.
- Led an initiative to unify and streamline the workflow of the entire UX design team (45+ designers) through implementation of Abstract.
- Co-led an initiative to evaluate and improve the design system across multiple products.
- Consulted with a cross-functional strategy team to build the customer experience strategy.

Senior UX Designer (contract) | Ameriprise Financial

Minneapolis, MN | April 2018 - July 2018

- Directed the design efforts for the mobile app team, including design for native Android, iOS, and iPad apps.
- Consulted as the user experience expert for the initiative to add retail banking to Ameriprise's offered services for 2.75+ million clients.
- Mentored and coached 2 junior designers.

Senior UI/UX Designer | StayWell, LLC

St. Paul, MN | July 2017 - March 2018

- Led the design and strategy for a new mobile app, including: icons, colors, typography, imagery, user interactions, information architecture, and more.
- Developed marketing materials that lead to an average increase in user interactions by 30%.

International Student Counselor | University of MN

Minneapolis, MN | September 2015 - July 2017

- Advised 1,000+ students per year on academic, financial, personal, career and cultural issues.
- Improved academic performance of 90% of clients and increased measurable academic success behaviors of all.
- Managed up to \$1 million of international student support funds per fiscal year.