

# Aayla Anderson

## Product Designer

[www.aaylajart.com](http://www.aaylajart.com)

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### EXPERIENCE

#### **Product Designer, User Education** | Abstract Austin, TX (remote) | September 2019 - present

- Senior advisor to 200+ Enterprise teams on design best practices and implementation of scalable workflows.
- Conducts user research through user interviews, surveys, observational studies, and in-app data analytics.
- Plans and writes user education and product guidelines.
- Identifies and designs solutions to user problems.
- Produces final assets, animations, and product videos.

#### **UX Designer II** | Rapid7

Austin, TX | October 2018 - August 2019

- Collaborated with product managers and engineers to drive best-in-class solutions while meeting design standards, user needs, and business goals.
- Spearheaded and successfully implemented an initiative to unify and streamline the workflow of 45+ designers.
- Coordinated an initiative to evaluate and improve the company's design system across multiple products.
- Established the foundations for the company's first design operations role and planned initial design ops projects.
- Researched, analyzed, influenced and implemented a new customer experience strategy.

#### **Senior UX Designer** | 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 on user experience for new retail banking options impacting 2.75+ million clients.
- Mentored and coached 2 junior designers.

#### **Senior UI/UX Designer** | StayWell, LLC

St. Paul, MN | July 2017 - March 2018

- Headed the design and strategy for 2 integrated health and wellness mobile apps on iOS and Android.
- Produced UI and assets for 5+ new B2C web applications.
- Increased user interactions by 30% through design and development of new marketing materials.

#### **Counselor, International Student Services** | UMNTC

Minneapolis, MN | September 2015 - July 2017

- Advised 1,000+ students per year on academic, financial, personal, professional and cultural matters.
- Improved academic performance of 90% of clients.
- Managed ~\$1 million in international student support funds per fiscal year.

### EDUCATION

**University of Virginia - Darden Business**  
Certificate, Digital Product Management  
Expected Jan 2021

**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, User Interviews, User Research

#### **Tools**

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

#### **Other**

Remote collaboration and communication, Strategic Thinking, Problem Solving, Presentations, Copy and Technical Writing, Empathy, Agile, SaaS

### 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)