

Aayla Anderson

Senior Product Designer

Creative problem solver with a background in psychology and 5 diverse years in design. Highly effective communicator with a record of building strong cross-functional partnerships and driving continuous improvement. Experience working remotely.

EXPERIENCE

Senior Product Designer, User Education | Abstract
Austin, TX (remote) | March 2021 - present

- Leading the design of forward-thinking, intuitive experiences that help people learn to use Abstract's apps.
- Collaborating with cross-functional team members to envision future product improvements, educational offerings, and roadmap.
- Exploring a broad range of qualitative and quantitative data to better understand and solve for both user and business needs.
- Advocating for Abstract's users by gathering feedback, focusing on key user problems, and iterating on content that results in more effective and engaging experiences.
- Collaborating with support, marketing, and sales to help optimize the effectiveness of their teams.
- Incorporating feedback into iterative product updates.

Product Designer, User Education | Abstract
Austin, TX (remote) | September 2019 - March 2021

- Senior advisor to 200+ Enterprise teams on design best practices and implementation of scalable workflows.
- Managed projects to improve user education offerings and provided feedback for in-app improvements.
- Lead the effort to re-imagine Abstract's user education approach and content.
- Planned and co-wrote team processes and guidelines.
- Proactively identified and defined solutions to user problems in collaboration with cross-functional teams
- Produced 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

Senior UI/UX Designer | StayWell, LLC
St. Paul, MN | July 2017 - March 2018

www.aaylajart.com

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EDUCATION

University of California - San Diego
Certificate, Human-Computer Interaction (HCI)
Grade: 99% | August 2018

University of Minnesota - Twin Cities
Master of Arts, Educational Psychology
GPA: 4.0 | May 2016

University of Richmond
Bachelor of Arts, French, Biology
GPA: 3.7 | 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 Research, User Interviews

Tools

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

Other

Remote Collaboration and Communication, Strategic Thinking, Problem Solving, Presentations, Copy and Technical Writing, Empathy, Agile, SaaS, B2B, B2C

CONTINUED EDUCATION & TRAINING

Intro Product Management (Coursera, 2020)

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)