

Andrew Dobbs

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Skills

User Experience Design (UX), User Interface Design (UI), Product Design, Interaction Design, Visual Design, Information Architecture, User Research, Usability Testing, Rapid Prototyping, Sketch, Adobe Creative Suite (Photoshop, Illustrator), InVision, Agile Development, HTML, CSS, Sass, JavaScript

Experience

Senior UX Designer at Prechorus – Boston, MA October 2016 – June 2017

- Led a customer-driven product design process at a seed stage startup and signed up the two largest companies in the target market for closed beta.
- Designed the entire user interface and user experience for a consumer-quality, fully-responsive B2B web app. Then helped build the frontend.
- Conducted qualitative and quantitative research studies to understand customer needs, prioritize features, and validate solutions.

UX Designer at Buildium – Boston, MA December 2014 – October 2016

- Created an onboarding workflow for a complex web app that reduced new customer churn for a reason of "too hard to use" from ~30% to ~18%.
- Designed a pricing plan checkout page that increased the percentage of users who sign up for yearly plans from ~12% to ~31%.
- Revamped the main navigation and improved the success rate for finding core tasks across the application from 66% to 80%.
- Piloted the first design sprint for the company and established a new cross-functional process.

Senior UX Architect at Arnold Worldwide – Boston, MA September 2012 – December 2014

- Created a consumer contest app for American Eagle in which user registration and user votes crushed the previous year's multi-week contest in just two days.
- After several successful web projects with Jack Daniel's, conducted research on a strategic platform for improving the pre- and post-tour customer experience at their distillery.
- Led user experience design on the creation of a new corporate site for Ocean Spray after successfully launching a global, responsive redesign of their consumer site.

Interactive Copywriter at 38 Studios – Providence, RI June 2011 – May 2012

Education

Master of Education, Learning and Instruction – Northeastern University 2011

Professional Certificate, Digital Game Development – Southern Methodist University 2008

Bachelor of Arts, Creative Writing – University of Arizona 2005