Andrew Marks, M.S.

· (818) 274-6345 · andrew.colin.marks@gmail.com · linkedin.com/in/andrewmarksart/ · **www.andrewmarks.design**

Dedicated UI/UX professional with a focus on usability and human-centered design seeking a UI/UX Designer or Researcher position. Pursuing research to transform customer needs into intuitive wireframes, mockups, prototypes, and weaving data-driven narratives to enhance user experiences. Fluent interpersonal communicator, with many transferrable skills including:

- UI/UX Research & Design
- Information Architecture
- Usability Testing
- Visual Design
- User Persona Development
- A/B Testing
- Design Thinking
- Project Management & Product Design
- Cryptocurrency & Web3
- HTML, CSS, JavaScript
- Photoshop

- User-Centered Design
- Prototyping
- Interaction Design
- Responsive Design
- User Journey Mapping
- Data Visualization
- Agile Methodology
- Collaboration & Communication Skills
- Decentralized Finance (DeFi) & NFTs
- Figma
- Illustrator

Education

Claremont Graduate University, *Masters in Information Systems Technology* **(2021)**
California State University, Northridge, *Bachelors in Economics – with distinction* **(2012)**

Professional Experience

Northrup Grumman Corporation, Redondo Beach, CA
UI Software Engineer – Payload & Ground Systems, **July 2021 – August 2023**
- Led onboarding process redesign, cutting time from 10 to 7 days.
- Managed Information Architecture for optimal UI component integration with telemetry and mission data.
- Built an internal site that streamlined equipment procurement for new hires, reducing setup time by over 50% and ensuring day-one readiness.

Fierce Nutraceuticals, Northridge, CA
Project Manager, **February 2016 – August 2018**
- Grew revenue from $0 to $80K per month (within 6 months) and annual sales to $2M+ within 2 years; led analytics and data team to identify best supplements to partner with existing product line (and expand to new markets).
- Led development and launch of health/weight management supplement for startup—focusing on product growth, market research, operations, and distribution.

Epic Fitness Group, Northridge, CA
Product Designer & Project Manager, **January 2014 – February 2016**
- Oversaw budgets for social media, TV, digital ads, and app campaign, ranging from $50K to $75K per month.
- Led mobile application design/development on a Top 50 Health & Fitness product (U.S. market)—leading to a 30% increase in web traffic and 9% increase in sales after app launch.

Equity Residential, North Hollywood, CA
Leasing Consultant & Price Analyst, **March 2012 – January 2014**
- Maintained property price database, audited competitor prices, and worked with pricing analysts to develop optimal pricing strategy—increasing average rents by 25%+ and occupancy from 94% to 98.5%.

Selected UI/UX Designer – Projects

Decentralized Finance (DeFi) & Crypto Onboarding
Researcher & Developer – DeFi & Crypto Advocacy & Onboarding, **March 2022 – August 2022**
- Conducted comprehensive UX research to identify challenges faced by new crypto users transitioning from centralized to decentralized platforms.
- Developed gamified app concept tailored to diverse motivation, to simplify onboarding and education in DeFi.
- Created wireframes for seamless onboarding incorporating insights from interviews, affinity groups, personas, etc.

Battle Warriors NFT
UX Researcher & Developer, **September 2021 – Current**
- Designed launched The Viking NFT Warriors (generative collection) with diverse characters, weapons, and looks.
- Grew Discord server to 3K+ members and increased Twitter followers to 3K+; authored Medium articles.
- Developed Python script generating random characters/rarities, combining creativity and technical expertise.
- Created website showcasing NFT collection, highlighting roadmap, and enabling minting on Ethereum.

Shogun War – Play-2-Earn (P2E) Game
UX Auditor & Designer, **April 2022 – June 2022**
- Conducted comprehensive UX audit for crypto play-to-earn (P2E) game—identifying usability issues and providing recommendations for navigation, onboarding, and structural improvements.
- Redesigned game's navigation system and various pages, addressing key audit issues and enhancing UX.
- Designed aesthetically pleasing, engaging crafting page—incorporating character select windows, inventory panels, crafting selection windows (and a graphic for successful crafting achievements).
- Created immersive Beast Forest and Dungeon pages, using text, character select windows, graphics, transitions, and ending animations to enhance player's sense of accomplishment.

Discord Community Management Dashboard
Designer/Developer, **July 2022 – September 2022**
- Spearheaded and devised comprehensive Discord (community management) dashboard—shaped to manage multiple projects, roles, permissions, alerts, and key metrics.
- Developed clear information architecture, wireframes, and mockups—iterating based on client feedback and design insights for optimal UX.
- Leveraged visual design/data visualization to create engaging, informative dashboard—displaying key stats, social media metrics, collaborations, and user engagement.
- Conducted user testing and iterations with clients and moderators—refining dashboard for specific preferences/requirements.

Airbnb Optimal Price Model: Using 28K listings with 100+ features provided by Airbnb for Dublin, Ireland
- Slashed Mean Absolute Error by 40%+, Root Mean Absolute Error by 55%+, and R^2 score from 0.48 to 0.61.
- Cleaned, explored data; narrowed down and engineered features; built baseline and Random Forest Regression model to predict price-per-night for each listing (using mean absolute error, root mean squared error, and R^2 score.
- AirBnB predictive model — Andrew Marks (andrewmarksart.com)
- GitHub - AndrewMarksArt/AirBnB_Predictive_Model

*Full project listing at linkedin.com/in/andrewmarksart/