

# JASON ANDREWS



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## Full-Stack UX Design | Product and Web Development

**Accomplished and tech-savvy UX/UI Designer** with over **10** years of experience in driving innovative product vision, improving user experience, and increasing customer engagement through successful website, application, and product development. Impressive history of translating complex concepts into beautiful, intuitive user interfaces, masterminding UX strategy, and using technology to create products and features that meet customer requirements and business needs. Deft at conducting research, managing cross-functional teams, prototyping, design thinking, and proposing solutions. Consummate expertise in music production, stakeholder engagement, branding, and project management.

### EDUCATION

**Certificate in UX/UI** | Georgia Institute of Technology | Jun – Dec 2021

**Certificate in Product Management** | General Assembly | Feb – Apr 2021

**Certificate in Front End Web Development** | TreeHouse | Jun – Dec 2020

**Associate of Science (A.S.) - Recording Arts** | Full Sail University

**Multiple Courses** | Lanier Technical College

### SIGNATURE SKILLS

UX/UI Design  
User Research & Testing  
Product Design  
Wireframing & Mockups  
Prototyping  
Website Development  
Project Management  
Strategic Planning  
Interaction & Visual Design  
Accessibility Compliance  
User Journey & Experience  
Information Architecture  
Client Management  
Team Leadership

### KEY VALUE OFFERINGS

- **Designed seamless, non-modal window in UI** that enhanced user experience by eliminating unnecessary context switching and minimizing extra clicks, thereby improving note-writing efficiency by **50%**.
- **Grew UX team from 1 to 5 members** by assisting in interviewing and equipping newly hired employees with top-notch UX design resources and concepts.
- **Spearheaded successful website development for eCommerce platform** and developed user surveys, personas and insights studies, resulting in a more effective and contextual user experience.
- **Founded Apple-certified digital masterhouse** that delivered multimedia productions to nearly 1000 clients. Led UX studies that informed improvements in booking, scheduling, and production logistics. Was recognized as **“Best Recording Studio in Alpharetta”** for 4 years in a row.

### WORK EXPERIENCE

#### UX Designer

Carestream Dental – Atlanta, GA

Apr 2022 – Present

Drive research activities, brainstorming sessions, ideation, design, and testing of over **12** Sensei Cloud features. Translate complex product requirements into simple, intuitive user flows while collaborating with product managers, developers, quality assurance, and UX team members.

#### Key Contributions:

- **Doubled Annual Recurring Revenue (ARR) and user base** by designing features that enhanced end-users' experience.
- **Rolled out comprehensive UX strategy**, established design standards, built component library, and design system, boosting build efficiency by 40% resulting in faster design of interactive prototypes in Figma.
- **Created family billing feature** that saved users **32** clicks, **9** keystrokes, and almost **2** minutes per family billed.
- **Improved onboarding efficiency by 25%** by interviewing and training UX team, creating documentation, building templates, and site maps.
- **Resolved 25+ critical customer pain points** uncovered by launching continuous discovery program, leading to effective adoption of user-centric product roadmap.

**UX/UI Designer****Mar 2022 – Apr 2022****Tech for Campaigns – San Francisco, CA**

Brought on board to spearhead UX/UI vision and strategy, research, and design for Matt Koleszar's reelection website. Remotely collaborated with cross-functional team and key stakeholders to deliver one week ahead of schedule.

**Key Contributions:**

- **Spearheaded the design of Matt Koleszar's reelection website**, contributing to his triumphant victory in Michigan's 22nd House district.
- **Increased website functionality** by adopting mobile-first design principles and accessibility standards, resulting in optimal user experience.
- **Enhanced likelihood of donations by 40%** by balancing user needs and platform functionality, as well as conducting usability testing to validate effectiveness of design.

**Producer/Founder/UX Designer****Dec 2005 – Dec 2021****Spotlight Sound Studio – Alpharetta, GA**

Founded production studio and grew it into the "Best Recording Studio in Alpharetta" for 4 straight years. Acted as CEO, overseeing day-to-day business operations, including project planning, scoping, scheduling, and client interactions.

**Key Contributions:**

- **Designed one-of-a-kind eCommerce website** that garnered over **\$1M** in revenue.
- **Managed all phases of product development**, leading cross-functional teams, overseeing project milestones, and incorporating customer feedback for major clients such as Whole Foods Market, Hitt Contracting, and DHL.
- **Led engineering of Chantae Cann's album Sol Empowered**, which reached #8 on the Billboard charts.

## EARLY WORK EXPERIENCE

**Studio Design and Acoustics Consultant** | Freelance - Atlanta, GA | 2008 – 2017

**Music Director and Musician** | Freelance - Worldwide | 2010 – 2015

**Co-Founder and Musician** | In Perfect Silence – Alpharetta, GA | 1999 – 2004

## CERTIFICATIONS & LICENSES

**Product-Led Certification** | Pendo | Sep 2023

**Object-Oriented UX (OOUX) Fundamentals** | Udemy | Jun 2023

**Intro to ChatGPT** | Code Academy | Apr 2023

**Lean Research Skills for Conducting Interviews** | MIT Open Learning | Apr 2023

**User Story Masterclass** | Udemy | Feb 2021

**Certified Scrum Product Owner (CSPO)** | Scrum Alliance | Jan 2021

**Certified Operator in Music** | Pro Tools | Sep 2005

## TECHNICAL SKILLS

Figma, Miro, HTML, CSS, GitHub, Bootstrap, Prototyping, Agile, Scrum, AI, Dovetail