

# ANDERS HERBERG

experience & product designer

## UX/UI Designer - Intern

Heali

January 2022 — Present

- Responsible for designing Heali's new Discovery and Me screens on mobile app
- Assist UX Research in competitive analysis and reporting
- Successfully redesigned and released Heali's Waitline experience
- Built internal lo-fi design system to optimize design process and consistency across team

## Product Designer - Intern

Savi

May 2021 — September 2021

- Achieved buy-in from executive team after presenting proof of concept for a new user onboarding experience
- Designed and created Figma prototypes for Savi's new onboarding flow
- Planned and facilitated usability studies with current Savi customers
- Supported design for ADA compliance initiatives
- Created design mock-ups for COO's new product ideas
- Contributed-to and maintained Savi's design system
- Shadowed Customer Service calls to identify user needs and pain points

## UX Designer - Intern

LearnSesh

November 2020 — June 2021

- Led LearnSesh's brand redesign. Created logo and style guide
- Designed and launched LearnSesh's new website
- Conducted customer surveys to drive updated brand identity
- Conceived LearnSesh's first design system for UI consistency across web and VR platforms
- Directed content structure and information architecture of website

## Graduate UX Research Assistant

Crunchbase

January 2021 — March 2021

- Led a research team to evaluate the information architecture and design of Crunchbase's Knowledge Center
- Collaborated with UX Researchers to execute multiple user studies
- Created scripts and conducted several usability studies with users
- Served as primary contact with key stakeholders
- Presented findings to Crunchbase's Customer Experience group for future implementation

## Design Sourcer

Facebook

August 2018 — January 2020

- Recruited Product Design leaders across multiple products
- Spent hours learning about product design via portfolio reviews and conversations with design leaders
- Attended design trainings and company-wide design meetings
- Shadowed interviews, including product demos and app critiques
- Supported UX Researchers to test internal recruiting software

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[aaanders.design](http://aaanders.design)

## Education

**MS - Human Centered Design**

University of Washington, 2022\*

**M.Ed. - Education Policy**

University of Washington, 2015

**BA - Psychology**

University of Washington, 2013

## Skills

### Design

Interaction Design

Prototyping

Information Architecture

Wireframing

Visual Design

Design Systems

### Research

Usability Testing

Interviews

Surveys

Card Sorting

Qualitative Coding

## Tools

### Design

Figma

Sketch

Adobe Suite (Photoshop, Illustrator, After Effects)

### Programming

HTML

CSS

p5.js

## Awards & Recognitions

**Graduate Student Association**

**(GSA): Curriculum Representative**

Elected Official to HCDE's GSA by my peers. Host design trainings and design events.

**Hackathon for Social Good, 2021**

3rd place. Led design and prototyping of mental health services app for LGBTQIA+ students on campus.

## Fun

Dog parent

Woodworking

Action figure design