

# ANDERS HERBERG

experience & product designer

## Product Designer - Intern

Savi

May 2021 — present

- Supporting the redesign of Savi's onboarding and user dashboard
- Conduct competitive analysis to present to product leaders and executives

## 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 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
- Designed all documents for presenting and reporting
- 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
- Introduced international recruiting processes and lead trainings
- 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

## Engineering Sourcer

Amazon

August 2018 — January 2020

- Overhauled Prime Video's internal referral program and increased developer engagement
- Implemented new candidate preparation processes for technical interviews, increasing overall conversion rates across team
- Designed technical onboarding training to educate new-hires and existing recruiters about Amazon's preferred developer tools and AWS technologies

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

## Education

MS - Human Centered Design  
University of Washington, 2022\*

BA - Psychology  
University of Washington, 2013

## Skills

Design  
Interaction Design  
Prototyping  
Information Architecture  
Wireframing  
Visual Design  
Components

## Research

Usability Testing  
Interviews  
Surveys  
Card Sorting  
Qualitative Coding

## Tools

Design  
Figma  
Sketch  
Illustrator  
Photoshop  
After Effects

Programming  
HTML  
CSS  
p5.js

## Awards

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

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## Product Designer - Intern

Savi

May 2021 — present

- 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

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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. Member of dept's interview committee and ran design events.

Hackathon for Social Good, 2021

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