

Anders Herberg

experience & product designer | <http://aaanders.design>

Experience

Heali

UX Designer - Intern | Jan 2022 – Present

- Building multiple products for Heali's new business scope
- Built the first mid-fidelity design system at the company
- Created new Waitline experience on Heali's iOS app
- Drove human-centered design initiatives and UX Research

Savi

Product Designer - Intern | May 2021 – Sept 2021

- Led research to evaluate Savi's registration process
- Designed Savi's first user onboarding experience
- Conducted usability studies with customers
- Improved design system to meet ADA requirements
- Created concepts and mockups for future products

LearnSesh

UX Designer - Intern | Nov 2020 – June 2021

- Created the company's new branding and style guide
- Led redesign of LearnSesh's website
- Led stakeholder research for discovering brand identity
- Gained strong understanding of designing for VR

Crunchbase

Graduate UX Research Asst. | Jan 2021 – Mar 2021

- Led a research team of 4 students
- Designed usability test kits to evaluate Crunchbase's information architecture
- Conducted user interviews and moderated usability tests
- Presented findings and recommendations to Crunchbase's customer experience team

Facebook

Design Sourcer | Jun 2018 – Jan 2020

- Drove international recruiting initiatives for Product Design
- Participated in UX research studies
- Shadowed design interviews, critiques, and portfolio reviews
- Gained a strong grasp of product and UX design methods

Education

University of Washington

Human-Centered Design & Engineering

Masters of Science

Class of 2022

Leadership & Policy Studies

Masters of Education

Class of 2015

Psychology, Norwegian

Bachelor of Arts

Class of 2013

Achievements

3rd Place UW Hackathon for Social Good

Curriculum Representative, HCDE Graduate Student Association (Voted by peers)

Selected for Cash App's capstone research sponsorship

Skills

Prototyping

Design Systems

Engineering

Visual Design

Software & things

Design Tools

Figma

Illustrator

After Effects

Keynote

Photoshop

Sketch

Coding

HTML

Brackets

CSS

R

p5.js

Github