# Anders Herberg.

product / experience designer

I used to recruit designers, now I'm becoming one.

www.aaanders.design eherberg@uw.edu linkedin.com/in/eaherberg

#### **WORK EXPERIENCE**

# LearnSesh - UX Design Intern

NOV 2020 - PRESENT

Lead designer for LearnSesh's design systems, brand identity, & web products. Redesigning information architecture & design systems. I create wireframes & prototypes for all web experiences. Successfully designed LS's new logo & style guidelines. Collaborate with engineers for consistent UI on web & VR platforms. Work closely with product managment & marketing team to define user needs & journeys.

### Crunchbase - Graduate Research Assistant

JAN 2021 - MAR 2021

I lead a research team to evaluate the information architecture & design of Crunchbase's Knowledge Center. Collaborated with UX Researchers to execute multiple user studies. Created scripts & conducted several usbaility studies with users. Lead all document design & served as primary contact with key stakeholders. Presented findings & recommendations to CB's Customer Experience group for future implementation.

# Facebook - Design Sourcer

AUG 2018 - JAN 2020

Recruited Product Design leaders. Introduced international recruiting processes & lead trainings. Conducted portfolio reviews. Participated in design trainings & company-wide design meetings. Shadowed design interviews, including product demos & app critiques. Worked with UX Researchers to test internal recruiting software.

## Amazon - Technical Sourcer

MAY 2016 - JULY 2018

Overhauled Prime Video's internal referral program & 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 & existing recruiters about Amazon's preferred developer tools & AWS technologies.

#### **EDUCATION**

# **University of Washington**

MS - Human Centered Design & Engineering (HCDE), 2022 (expected)

Lead & supported multiple design & research projects including usability studies, user-centered web design, product design, & visual design.

M.Ed - Education Policy Studies, 2015

BA - Psychology (Minor in Norwegian), 2013

## **AWARDS**

# Design Hackathon for Social Good, 2021

Top 3 finish for HCDE's Design for Social Good Hackathon. Designed, prototyped, & tested a solution for LGBTQIA+ students to optimize access to mental health services on college campuses.

#### **SKILLS**

### Design

Prototyping, Wireframing, Info Architecture, Visual Design, Illustration, Design Systems, Components

#### **Tools**

Figma, Sketch, Adobe XD, Illustrator, Photoshop, After Effects, InDesign

#### Research

Usability Testing, Interviewing, Qualitative, Surveys

### **Programming**

HTML, CSS, P5.js, JavaScript (novice)