Anders Herberg.

product / experience designer

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

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 management & 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 usability 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)