ANDREA OWENS

HUMAN-CENTERED PRODUCT DESIGNER

CONTACT

804-687-2570
andrea.owens737@gmail.com

SKILLS

PRODUCT DESIGN
UX/UI DESIGN
DESIGN RESEARCH
USER TESTING
INTERACTION DESIGN
MENTORSHIP + FACILITATING
TRAINING + EDUCATION
STORYBOARDING
ACCESSIBILITY
INFORMATION ARCHITECTURE

TOOLS

FIGMA
CLAUDE
ADOBE CC
JIRA
SLACK
DSCOUT

EDUCATION

Master's of Science Business
Experience Design
VCU BRANDCENTER **-** *2020*

Post Graduate Certificate
Education
UNIVERSITY OF RICHMOND **-** *2012*

Bachelor's of Fine Art
Communication Arts + Design
VIRGINIA COMMONWEALTH UNIVERSITY **-** *2002*

EXPERIENCE

SENIOR PRODUCT DESIGNER
THE COLLEGE BOARD
2022 - 2026

+ Lead designer for the first privacy-forward platform for higher education institutions to communicate with students while keeping their personally identifiable information private. Own design process from ideation and concept development through detailed design, prototyping, and implementation support.

+ Collaborate closely with product managers, engineers, and other stakeholders to align on goals, define solutions, and ensure high-quality execution.

+ Plan and Conduct user research to inform design decisions. Synthesize findings into actionable insights and advocate for user needs throughout the product lifecycle. Represent the voice of the user in all decisions. Design inclusive, accessible, and equitable experiences.

LEAD DESIGNER + PROJECT MANAGER
VANTAGE POINT CONSULTING
2019 - 2022

+ Applied an iterative process to conceptual ideas in order to bring them to life, from research to shipping. Ideated and validated digital products and new projects using UX/UI artifacts like stakeholder interviews, facilitated design thinking workshops, A/B testing, empathy maps, personas, user journeys and wireframing. Created design systems, logos, style guides, responsive sites, presentations and other digital products for government contracts and higher education institutions.

+ Led the company's design team, including stafff hiring, weekly team meetings, feedback for quality assurance, aligning designers with projects, and developing team schedules and priorities for design needs.

+ Managed client projects, including leading daily standup meetings and weekly client meetings. Used JIRA to track team activities in two-week sprints in an Agile format with a large, diverse team across the country and around the world. Assisted in proposal writing, editing, and graphics.

DESIGNER - Design Consultant
GRIFFIN OWENS INSURANCE GROUP
2009 - 2019

+ Created original designs and updates of logo, business cards, letterhead, billboards, advertisements, brochures and vehicle wraps.

+ Focused on human centered design for digital media, website and educational materials.