

# Andrew Cloud

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## Experience

### Product Designer

Knotch

Seattle, WA

Feb 2021 – Present

Spearheaded and now maintain the organization's first design system in collaboration with product and engineering, providing handcrafted components, patterns, and documentation with an emphasis on brand and accessibility.

Create layouts to visualize and communicate large amounts of data so users can extract insights that maximize their content's performance.

Implement processes to improve communication and efficiency between cross-functional partners.

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### Product Designer

Zillow / Contract

Rentals Growth

Seattle, WA

Sep 2020 – Feb 2021

Led visual and experiential improvements for rental pricing tools to educate landlords, dashboards to facilitate property management, and assistive chat bots to engage prospective users.

Established new processes for more transparent project management, quicker user testing, more rigorous feature documentation, and improved designer-developer collaboration.

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### Product Designer

Noble / Freelance

Seattle, WA

Mar 2019 – Mar 2022

Launched multiple new features for the B2C mobile-ordering app, the B2B bartender iPad app, and web-based venue management portal.

Visually overhauled the venue management portal, improving accessibility and alignment to the brand language

Increased design efficiencies by developing and maintaining design systems for the product suite.

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### Product Designer

Tripadvisor

Flights, Cars, and Cruise

Boston, MA

Feb 2019 – Jan 2020

Led design efforts across Rental Cars and Flights, contributing to projects that increased car booking revenue by 40%, flight search rate by 4.7%, and flight bookings by 3.3%.

Initiated user testing to address a lack of audience data, using results to shape new product features and improve existing functionality.

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### UI Designer

CVS Health / Contract

Boston, MA

Aug 2018 – Jan 2019

Created visual treatments for both mobile and web projects including prescription delivery, medication savings, and care facility portals.

Supported planning and executing user testing to optimize the internal UI Kit, utilized feedback to consolidate and improve global brand components.

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## Education

### B.S. in Marketing and Interactive Media

Northeastern University

Boston, MA

Class of 2017

## Skills

Product Design, UX/UI Design, User Research, Usability Testing, Wireframing, Rapid Prototyping, Agile, Figma, Sketch, InVision, HTML/CSS, JavaScript, Jira

## Interests

Culinary science, music production, basketball (smooth passes > flashy dunks), sneaker drops, strategy games, weird ice cream flavors