

**Andrew Weyrich, Lead UI UX Product Designer**

**DESIGN SPECIALTIES**

**Native Mobile Apps (iOS / Android) (preferred)**

**Wearable AR / VR UI (preferred)**

**Data Visualization (preferred)**

Web Design

HTML 5 Animation

3D Models for Sim and Games

**SKILLS**

Product Design

Design Systems: Color & Text Style & Assets Library, Design Patterns

Low to Mid to High Fidelity Wireframing

Iterative Prototyping

User Research

Usability and A/B Testing

User Personas

Storyboarding

Journey Mapping

**TOOLS**

**Figma (preferred)**

**Adobe XD (preferred)**

**Sketch (preferred)**

Zeplin

Invision

Photoshop

Webflow

FlutterFlow

Animate

Illustrator

Dreamweaver

Premiere

Audition

Maya

Unity

**Learn from:**

Linkedin Learning

Udemy

YouTube Design Channels

Dribbble/Behance

Other Designers / Users

Medium.com Articles

UX & Linkedin Webcasts

**AI Design Tools:**

ChatGPT / CoPilot Prompts

Adobe Firefly / Midjourney

**Collaboration Tools**

Figma / Miro

Google Workspace

Jira / Confluence

Zoom / Teams / Meet

**CLEARANCE:** Active Secret

**EDUCATION**

Masters of Arts in Interdisciplinary Studies:

3D Technologies

College of Arts and Sciences, GMU,

May, 2002. 3.75 GPA

Bachelor of Science Degree in Marketing

School of Management, GMU,

May, 1998. 3.2 GPA

Adjunct Faculty, George Mason University.

New Century College

Taught Design 2000 - 2006

10 semesters: NCLC 345: Intro to Multimedia

**PORTFOLIO: AndrewWeyrich.com** UIs + Case Studies + UX Process  
aweyrich@gmail.com 703.400.3296 Fairfax, VA 

**EXPERIENCE: 24 Years. Past 10 Year Summary:**

**DOWNLOAD FULL WORK HISTORY DETAIL**

Peraton, Senior UI UX Designer, 5 / 21 - Present

Freelancing Work for 3 companies: 3/20 - 5 / 21

evolve24, Herndon, VA 1/16 - 7 / 19

SENTEL/Brilliant Innovations Sr. UI UX Designer 2 / 15 - 9 / 15

CoreLogic, Senior Web Designer, 4 / 14 - 02 / 15

CACI 12 / 13 - 04 / 14 Mobile UI Designer

Booz Allen Hamilton 2 / 13 - 11 / 13 UI/UX Expert

DS Federal/NIOSH 10 / 12 - 01 / 13

BAE Systems/Octo Consulting/NGA (client) 11 / 08 - 7 / 12

**MY HOME STUDIO: 'THE SPHERE' 20 Monitors connected to a PC & MAC**

**PRODUCTIVITY WORKSTATION + VIBE WHITEBOARD: SEE MORE**



**DAY TO DAY**

You will see new designs daily. Collaborative. Not Secretive

Iteration style: Gather. Test. Build. Share. Measure. Learn. Repeat

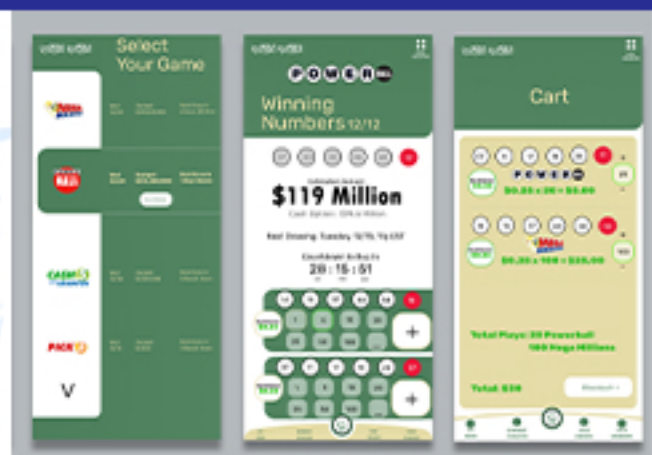
Collaborative with managers, stakeholders, client and developers

It is our project. (not mine) Anyone's idea can be better than mine

No pride here. I want to get to the truth of the client need quickly

Positive, Down to Earth, Friendly, Calm, Conscientious, Empathetic

Can deliver designer notes & explain or defend design decisions

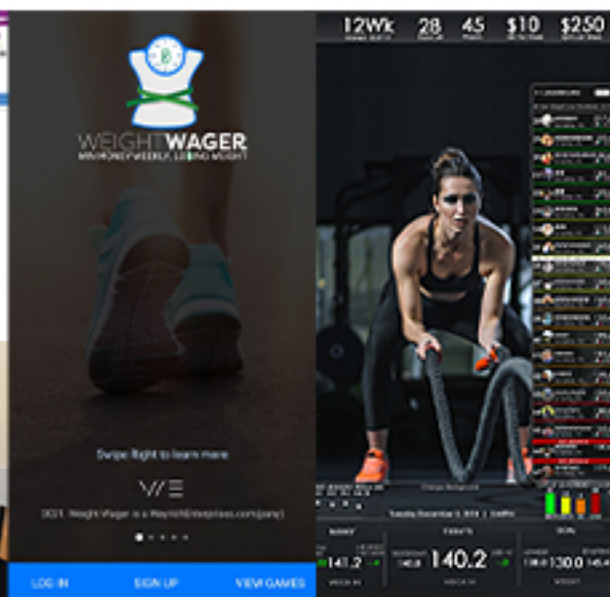
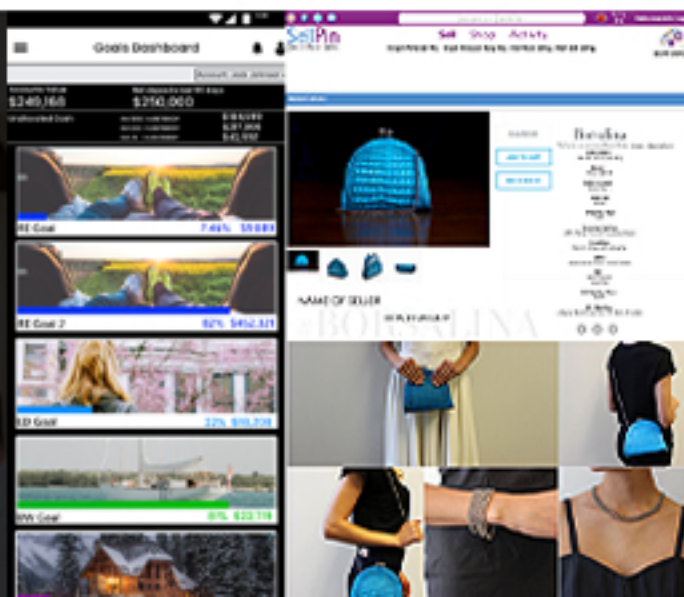


## Mobile App Design, UX Skill and Product Impact Highlights

- Designed UIs for 20 Mobile Apps, some with over 100K commercial downloads. 1 UI for Wearables [See 20 App Designs](#)
- Last 2 apps I designed in iOS App Store/Google Play: **'Rosary Experience' iOS and Android** **'Weight Wager' on Android**
- XD/Figma/Zeplin/Miro for low/med/high annotated wireframes & prototypes & Specs for devs [See Mobile App UX Process](#)
- Use minimalistic utility approach (nail 1 feature per screen) when designing mobile apps
- Know Material Design & Apple Flat Design / Deliver 5 different phone resolution design sizes to devs
- Know ASO-App Store Optimization to get app downloads: ratings, keywords, descriptions, higher rank
- Apps I have designed have 4-5 star ratings and hundreds of reviews organically within 6 months, increasing its ASO Rank
- Act as the user-advocate during the development process resulting in multiple Design Iterations
- Written detailed feature requirements for entire smartphone apps and feature updates
- Design and build high / low fidelity clickable wireframes and interactive prototypes with Adobe XD
- Testing: Own 3 iOS Devices (2 iPhones + iPad, 4 Android Devices (iPhone 12 & 14 Pro, Pixel 7a, S21 Ultra, Fold 5, S9 Ultra Tablet))
- Worked w Objective C/Swift/Java/React Native devs. Submitted apps to Google Play/iOS app stores
- Studied Usability principles of Jacob Nielsen: Godfather of usability. Take UX LinkedIn Learning Classes Yearly
- Persona creation, task and user flow diagrams, journey mapping, low / mid / high wireframing
- Find UX Defects & offer thought leadership by offering UX recommendations that are future thinking
- UX audits of existing products, produce detailed UX defect reports & usability recommendations
- Passion for user interface designs, design prototyping, Maintain UI consistency through product
- Work closely with Management, stakeholders and clients to ensure requirements integrity
- Conduct user or industry research/discovery as needed to provide client solutions
- Set up and conduct Usability Testing and A/B testing programs both local and remote

**First Affirmative**  
DIGITAL WEALTH SERVICES PLATFORM

**WE OFFER INVESTORS A VARIETY OF SUSTAINABLE, RESPONSIBLE, AND IMPACT INVESTMENT STRATEGIES**





## CAREER ACCOMPLISHMENTS

### TEAM/CULTURE FIT

22 Years in the Game. Communicative, Detailed, Big-Picture, Collaborative, Flexible. Honest yet Tactful, Considerate, Patient, Fun. Open: Invite challenges and criticism. Candid: I listen, then share my genuine thoughts and opinions directly, in real-time. Kind: Empathetic and trustworthy. Bold: Proactively identify and pursue opportunity. Discerning: Think big and take calculated risks based on a combination of requirements, team principles, common sense, trends, data, and client insights.

### DESIGN AND PRODUCT MANAGEMENT HIGHLIGHT IMPACTS TO MY EMPLOYER'S MISSION THROUGHOUT MY CAREER

**I can add value beyond Design and UX Research too. I can help with the product strategy, sales numbers, revenue and the bottom line.** Digital Products that I have designed have touched and been used by millions of users. One app I designed was used by over 100,000 mobile consumers in a short period of time.

I know the business side of digital products after the design and development is done for ROI. I have created ASO, Google Ads, Apple Search campaigns that have returned investment. For example, spending \$15 on targeted app store and social ads that net LTV and brought in revenue of \$99 per paid customer on ad campaigns, netting 50% - 80% profit margins.

I can get an app hundreds of 4-5 star reviews organically within a few months, increasing its ASO and App store position by 10s of spots. I know Google UAT Ads and Apple Search ads techniques to get the CPC, under 20 cents (depending on category). For example, 50 app installs/conversions for \$7 per day. That beats the industry average of \$1 CPC. So beyond design, I know how to make the app or digital product perform for your bottom line and shine within its category and create revenue. I read the book 'Hooked' & 'Game Thinking' and know 'attention engineering' techniques to improve Daily Active Users #s & turn engagement mins into hours of activity. Industry average for app uninstalls within 6 months is 70%. My uninstall rates are 40%.

A 3-D Airport Simulation, that I was the lead 3D Artist on for TSA, won an award within the Government.

Over my career, I have personally designed over 200 websites and over 20 mobile apps. I have also built the designs for internal SaaS enterprise products that served Fortune 500 clients. I learned product management when I started a dating website in my 20s that had 10s of thousands of users and I sold to a competitor after 5 years. (14 years ago). I have managed design staff including delegating design tasks, creating timelines, roadmaps, requirements, running budgets, meetings and presenting work on behalf of the team to the client or internal stakeholders. I have led over 15 technical projects as design lead with devs.

My design work has been recognized on National TV in digital segments on tech blogs, as well as, tech innovation articles.

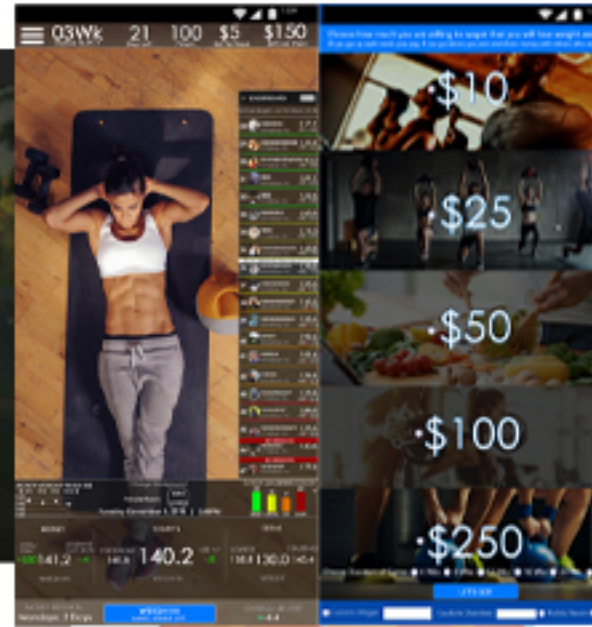
### WEB UI DESIGN + UX RESEARCH (full 12 step process @AndrewWeyrich.com)

- Designed over 200 websites: See Design Aesthetic at [www.AndrewWeyrich.com](http://www.AndrewWeyrich.com)
- Adobe Creative Cloud CC Guru - Photoshop, Illustrator, Dreamweaver, Animate, XD, Fireworks, Muse
- Studied principles of Jacob Nielsen - godfather of usability design + once yr take UX LinkedIn Learning Classes
- Persona creation, task and user flow diagrams, journey mapping, low / mid / high wireframing
- Find UX Defects & offer thought leadership by offering UX recommendations that are future thinking
- UX audits of existing products, producing detailed UX defect reports & usability recommendations
- Passion for user interface designs, design prototyping, Maintain UI consistency through product
- Work closely with Management, stakeholders and clients to ensure requirements integrity
- Conduct user or industry research/discovery as needed to provide solutions.
- Set up and conduct Usability Testing and A/B testing programs both local and remote
- Act as the user-advocate during the development process resulting in multiple Design Iterations

### 3D MODELING FOR GAMES & INSTRUCTIONAL DESIGN

- Built over 400 3D Models in Autodesk Maya
- 10+ Years 3D generalist/modeler, animator, textures, rendering, dynamics, cameras, effects
- I love building models based on real imagery using Maya and outdoor environments in Vue
- Have managed 3D Projects from concept to final production
- Fluent in Maya, Vue Creator, PlantFactory, Poser Pro and CityEngine. Unity Beginner.
- Created 3D Models, Simulations, Games, Scenario Based Training, Instructional Design, AR VR Models
- Unity3D Level Design and Character Control and worked with devs to make the game interactive
- Design 3D ISD - Simulation Scenario e-learning student courses using LMSes + Adobe Animate

## Web and Native Mobile UI



## Big Data Analytics



## 3D Modeling

