

## Andrew Weyrich, Lead AI UI UX Product Designer

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

### DESIGN EXPERIENCE: Past 15 Year Summary:

5.5+ YEARS: Peraton, Lead UI UX Product Designer, 5/21 - Present

Folio Financial, Lead Mobile UI UX Designer, McLean, VA 7/19 - 3/20

4 YEARS: evolve24, Senior Data Viz Designer, Herndon, VA 1/16 - 7/19

SENTEL/Brilliant Innovations Senior UI UX Designer 2 /15 - 9/15

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

CACI, Senior Mobile UI Designer, 12 /13 - 04/14

Booz Allen Hamilton Senior UI UX Designer 2/13 - 11/13

DS Federal/NIOSH Senior 3D Animator 10/12 - 01/13

4 YEARS: BAE Systems/Octo Consulting/NGA Web Designer 11/08 - 7/12

### DOWNLOAD FULL WORK HISTORY DETAIL

### DESIGN SPECIALTIES

**Data Visualization Design Dashboards (preferred)**

**AI Designing and Prototyping (preferred)**

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

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

Web Design

HTML 5 Animation

3D Models for Training, Sims and Games

### PRODUCT DESIGN SKILLS

UX Research: 12 Step Process + UX Defect Identification

Usability and A/B Testing, UX Laws: Hick's Law, Fitt's Law

User Personas

Storyboarding

Journey Mapping

Low to Mid to High Fidelity Wireframing

Iterative Prototyping

Design Systems: Color Text Style Assets Library, Design Pattern

### PRODUCT DESIGN TOOLS

**Figma (preferred)**

**Figma Sites FigJam**

**Figma Make**

**Google Stitch**

**Perplexity Computer**

NicePage

WebFlow

Photoshop

Illustrator

Animate

Sketch

### AI PRODUCT DESIGN TOOLS

Figma Make

Google Stitch

Photoshop Generate/Firefly

Gemini 4.1 / NanoBanana 3

ChatGPT6.1 / Claude Opus 5.5

Bolt.new

Claude Design

Claude Code

Antigravity / Google AI Studio

Perplexity Computer: AI Agents

### LEARN FROM

Mobbin.com Subscriber

Linkedin Learning/Udemy

YouTube Design Channels

Dribbble / Behance

Other Designers / Users

2020-2026 Design Trends

Medium Articles

Linkedin Webcasts / Posts

AI Research / UserTesting.com

Jakob Nielsen

### 3D MODELING & AR / VR

Maya

Unity

Premiere

Audition

**CLEARANCE:** Active Top Secret / Secret

### GOVERNMENT AND COMMERCIAL CUSTOMERS I HAVE DESIGNED FOR

FBI, DOD, TSA, NGA, DOJ, ARMY, IRS, DOS, DCSA, NIOSH, JIEDDO  
Ford, Marriott, Walmart, Kellogg's, Sleep Number, IBM, Diageo

### DAY TO DAY

You will see design updates daily. Collaborative. Not Secretive.

Iteration: Research. Discover. Build. Test. Measure. Learn.

Collaborative with client, managers, stakeholders, developers.

It is our project (not mine). Anyone's idea is equal.

No pride. I want to get to the UX problems and client needs.

Deliver designer notes & explain or defend design decisions.

Positive, Friendly, Calm, Listener, Conscientious, Empathetic.

### EDUCATION

Masters of Arts in Interdisciplinary Studies:

3D Technologies. 3.75 GPU

College of Arts and Sciences, George Mason University

Bachelor of Science Degree in Marketing, 3.2 GPA

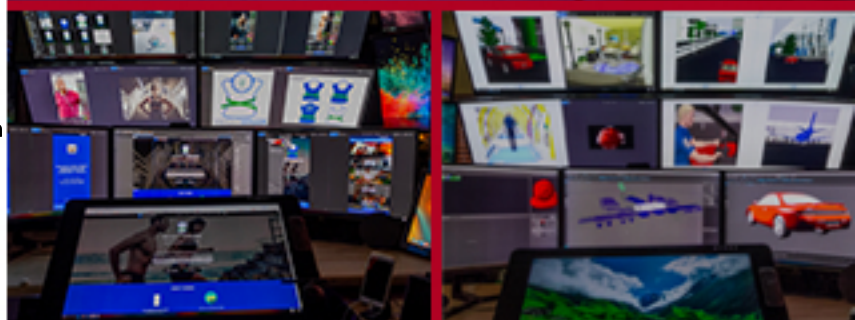
School of Management, George Mason University

Adjunct Faculty, George Mason University.

Taught Design: 10 semesters:

NCLC 345: Intro to Multimedia

**HOME STUDIO: 'THE SPHERE' 20 MONITORS ON 1 PC SEE MORE**





**Dashboard Links:** [35 Dashboard Designs](#) [4 Case Studies](#)

## Dashboard Design, UX Skill and Product Impact Highlights

- Designed UIs for 35 Dashboards, some with over 100K users. Data Viz tools Grafana, Tableau, ServiceNOW, Zabbix, PowerBI
- End-to-end UX/UI design lifecycles for analytical tools, from initial wireframing and user flows to high-fidelity interactive prototyping.
- Leveraged Figma and AI-assisted design integrations to rapidly iterate on dashboard concepts and accelerate the prototyping phase
- Conducted user research & usability testing with core stakeholders to validate dashboard layouts, interactions, & data comprehension.
- Designed cross-platform data experiences tailored for both desktop and mobile environments, ensuring responsive degradation
- Created custom iconography, typography scales, and data-specific color palettes optimized for accessibility and colorblind compliance
- Incorporated modern UI aesthetics to modernize legacy data platforms, balancing clean visual design with heavy data requirements.
- Utilized advanced masking and image editing techniques to craft bespoke graphic assets and visual indicators for data metrics.

## Data Visualization & Dashboard Architecture

- Architected enterprise-level data visualization dashboards, translating complex datasets into intuitive, actionable user interfaces
- Developed modular dashboard layouts utilizing Bento Box styling and dynamic KPI cards to optimize data hierarchy and visual integrity
- Applied cognitive load management principles & Hick's Law to streamline data-dense interfaces, reducing the user's time-to-insight.
- Established comprehensive data visualization design systems, ensuring visual consistency and component reusability across products
- Created interactive data storytelling experiences that guided users through complex analytics, improving overall data literacy

## Engineering Handoff & Technical Integration

- Collaborated directly with front-end engineers to ensure the pixel-perfect implementation of data visualizations and charting libraries.
- Delivered meticulously annotated design files and component documentation to bridge the gap between design and development.
- Optimized asset delivery and component handoff workflows, reducing development cycles and improving design-to-code accuracy.
- Conducted post-launch UX audits of live dashboards, utilizing user behavior metrics to continuously refine and iterate on the interface.

## Strategic Leadership & Collaboration

- Led cross-functional design initiatives, providing mentorship & standardizing UX methodologies & data-centric product development.
- Partnered closely with BAs/product managers to define product requirements, aligning visual solutions w/ strategic business objective
- Presented design rationale, user journeys, & data visualization strategies to executive leadership to secure buy-in for new products
- Audited existing legacy dashboards to identify UX friction points, delivering redesign strategies that improve retention / engagement
- Advocated for user-centric design principles within engineering and product teams, establishing a culture of design thinking
- Managed design project timelines & deliverables, ensuring the on-time deployment of critical dashboard features for enterprise clients



## CAREER ACCOMPLISHMENTS

### TEAM/CULTURE FIT

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