

Andrew Weyrich, Lead AI UI UX Product Designer

PORTFOLIO: AndrewWeyrich.com UIs + UX Process + 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

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

AI Designing and Prototyping (preferred)

Wearable AR / VR UI (preferred)

Data Visualization Design Dashboards (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

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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





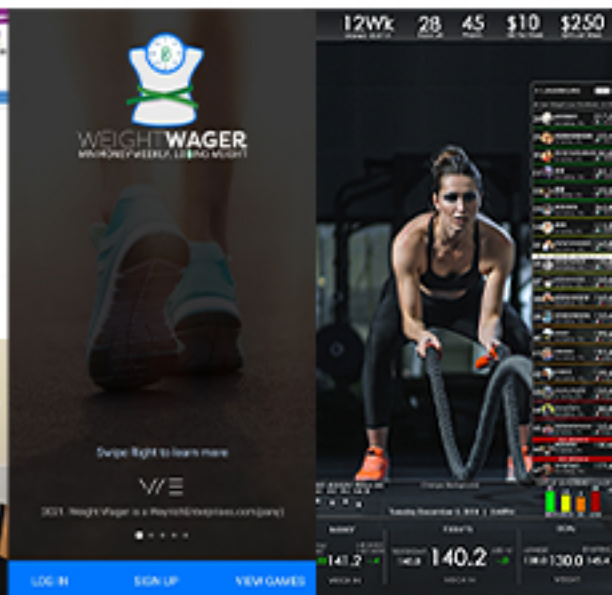
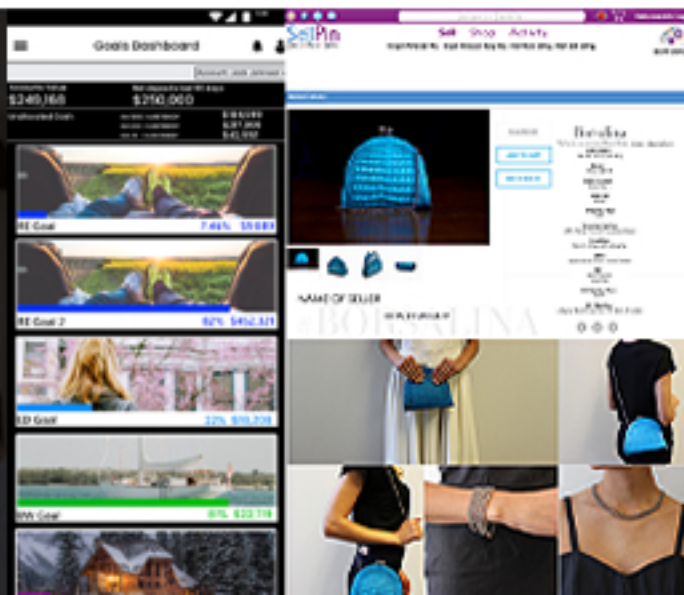
Mobile Links: 25 App Designs 3 Case Studies User Research + Design Process App Scaling Mobile Testing Design Tools

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
- Last 4 apps I designed in iOS App Store/Google Play: **Currently Shipped App Store Apps**
- Figma + AI Tools for low/med/high annotated wireframes & prototypes & Specs for devs
- 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 Device: iPhone 12 & 14 Pro, Pixel 7a, S25 Ultra, TriFold, S11 Ultra Tablet)
- Worked w Swift/Java/Android Studio/Flutter/React Native devs. Submitted apps to Google Play/iOS app stores
- Studied Usability principles of Jakob 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

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
- 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