

portfolio

andie goodwin

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product designer

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bio

hi! my name is andie and i'm a curiosity-driven product designer taking a psychological approach to human centered design. i consider myself a t-shaped designer, specializing in solving complex problems by creating design systems & information architecture frameworks rooted in the science of the human brain. for fun, i tinker with passion projects to continue refining my visual & interaction design skills.

work

henry schein one senior ux designer, design systems

march 2024

- continuously modify multi-year strategic plan for a design system solution to an incongruous, multi-product landscape
- advocate the value of design systems to executives, product managers, & engineers to get cross-functional buy-in
- audit & standardize components from multiple products to create a shared design language & component library
- lead weekly design reviews to gather requirements, receive feedback, & guide designers using the design system
- work closely with engineers to simplify handoff & minimize turbulence during the implementation process
- consult teams across products on proper implementation of design system components & patterns
- own product initiatives, conducting exploration & research, drafting user flows, and creating hi-fi mockups & prototypes

sony music entertainment product designer, platforms

april 2022

- enable sony music suite initiative's success by creating a standardized, scalable design system that establishes consistency in both ux patterns & ui components across the seven app platform
- work cross-functionally with pms & developers to phase out a legacy permissions system, creating a new, scalable permissions structure & turning a complex user flow into a simple user experience
- continually optimize & rework the information architecture of a rapidly growing product suite
- lead weekly design reviews with designers from all product teams, gathering requirements & feedback to ensure component & feature redesigns satisfy all use cases
- implement workflow processes to optimize collaboration & design system usage for designers & developers, using a combination of tools & platforms to communicate statuses & updates of design system elements
- lead designers in my area, delegating & reviewing work to ensure alignment with design system principles & business goals, while mentoring & assisting in their development as designers
- create the logistical foundations for a vr/ar design system, allowing for accessibility across environments
- re-design user-facing data analytics native mobile app, simplifying workflows & adding additional features to increase use against competitors

bluestone health founding product designer

march 2020

- work cross-functionally with business stakeholders to execute branding, product strategy, & end-to-end design for a first-to-market b2b covid-19 risk-mitigation platform consisting of a web app & web dashboard

education

washington university in st. louis december 2018

- bachelor of arts: psychological & brain sciences
- concentration: cognitive psychology & neuroscience

flatiron school november 2019

- certificate: ui/ux design
- concentration: design systems

skills & tools

- design systems
- information architecture
- product design
- interaction design
- ux research
- figma
- sketch
- adobe suite
- zeroheight
- webflow
- invision
- principle
- lisna