

André Jolivet

Please contact me on LinkedIn to receive the password to view project work on my website:
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About me

I'm a versatile design leader. I've built teams, established new practices, and led projects for a variety of organizations, ranging from tech startups to government agencies. I'm passionate about using design to tackle complex issues, such as increasing access to government services, identifying fraud rings, and enabling skilled people to complete their work confidently by designing for flexibility and dignity.

Experience

United States Digital Service (USDS)

Digital Services Expert, GS-15

AUGUST 2022 - APRIL 2025

- For Direct File, I collaborated with chief counsel and engineers to create a high-quality filing option for more taxpayers (+80 NPS). [Direct File is 'beloved by its users,' internal IRS report says](#) – Nextgov
- For Student Loan Debt Relief (SDR), I was responsible for the user experience of the application and relief process—used by 25 million borrowers. “[Turns Out Sometimes the Government Can Get Things Right](#)” — New York Times
- Across both Direct File and SDR, I oversaw user research and analyzed observations and findings. I also ensured the experience was streamlined and used plain language—writing and managing content reviews across all key stakeholders

Project Spotlight: FAFSA:

Led a multidisciplinary team to fix the FAFSA. The road to recovery was long and required organizational change. Learn more at andrejolivet.com/projects/fafsa

- Established and scaled a research practice to engage external partners, overseeing 14 research studies (personally leading and executing 7) to guide the organization
- Managed risks—framed key trade-offs for senior leadership (C-suite equivalent)
- Coordinated White House, Department of Education, and Federal Student Aid leadership and staff to align on implementation, policy, and communication details

AT&T

Director, User Experience

NOVEMBER 2017 - JULY 2022

- Managed projects, allocating staff and providing hands-on support as needed
- Hired and managed designers, content strategists, and engineers
- Designed and instituted a cross-discipline career path and evaluation framework

Project Spotlight: Atlas:

Atlas is an app that provides technicians access to essential information and tools to

install and repair internet service. Learn more at andrejolivette.com/projects/atlas

- Led research, design, and front-end engineering. Facilitated workshops to set the product direction and course correct as needed
- Improved the product's quality, doubling its perceived usability score (SUS) compared to the 20+ web apps it replaced
- In its first year, Atlas saved ~20 minutes per job, reduced repeat dispatches by ~10%, and reduced the need for techs to reach out for support by ~20%

Freelance

Design Consultant

DECEMBER 2015 - OCTOBER 2017

- **Proximity Designs:** Facilitated farm advisory service research in Myanmar. Used a service blueprint to map and prioritize monetization opportunities
- **Smarter Sorting:** Built pitch decks, set a product roadmap, and designed/prototyped an MVP product for an Austin-based sustainability startup
- **Thinkery:** Led discovery research, facilitated strategic workshops, led journey mapping and ideation, and co-created a strategic plan presented to the board
- **Bloomberg Philanthropies:** For the Innovation Teams program, which promotes innovation in city government, I designed curriculum, co-authored an innovation playbook, led large multicity summits, and coached a dozen city teams, embedding as needed to aid in synthesis and facilitate workshops

Big Tomorrow

Lead Designer

MARCH 2014 - DECEMBER 2015

- Led product design for a competency-based education platform for the University of Texas System, collaborating with C-level leadership and staff to secure funding, write requirements, and plan a beta release
- Designed and prototyped lab software for Agilent and an education app for ABC Mouse (ages 2-8), using mobile-first frameworks
- Led a design system effort for Philips' consumer and professional applications
- Mentored and recruited designers

Frog

Senior Interaction Designer

JANUARY 2012 - MARCH 2014

Led concept design, planned and facilitated usability testing, wrote detailed design documentation, and managed stakeholder feedback. Project examples:

- "Next-gen" design concepts for a connected-car system for GM
- A fully implemented design system for Intuit
- New product releases for HP and 21 CT (Austin fraud/security detection start-up)

Dedicated Technologies

Lead UX Designer

OCTOBER 2009 - JANUARY 2012

As a design lead for Nationwide, I collaborated with engineers to design, prototype, develop, and launch a new customer relationship management and sales app for agents and a usage-based auto-insurance program (currently called SmartRide).

StatDoctor

Interaction Designer

DECEMBER 2007 - JULY 2008 | PART-TIME

Consulting for MedSolutions, currently eviCore, I collaborated with support staff and engineers to redesign claims processing workflows and improve the employee experience, which had been negatively impacted by critical bugs in new systems.

Skills

User research

Interviews and contextual inquiries, card sorting, usability testing, surveys, A/B testing, personas, and scenarios.

Data

Experience using Google Analytics, Google Looker, and Dynatrace.

Content strategy and UX writing

Content audits, plain language writing, and content style guides.

Design

Service design, interaction design, and mobile-first design. Experienced with common tools, e.g., Figma and Mural.

Product strategy

Project charters and briefs, facilitated workshops, prioritization techniques.

Code

Vibe coding. HTML, CSS, and basic Javascript. Github.

Speaking Engagements

Tech Connect with USDS

Carver Public Library | Panel Discussion | Nov 12 2022

Designing the Preservation of Dignity

Big Design Conference | Panel Discussion | September 9 2020

Education

Savannah College of Art & Design

Bachelor of Fine Arts (BFA)

2004 - 2008

Industrial Design Major & Interaction Design Minor

Magna Cum Laude