

# Andrew Marks, M.S.

Clearance: Active Top Secret

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Dedicated UI/UX professional with a focus on usability and human-centered design seeking a UI/UX Designer or Researcher position. Pursuing research to transform customer needs into intuitive wireframes, mockups, prototypes, and weaving data-driven narratives to enhance user experiences.

- UI/UX Research & Design
- Information Architecture
- Usability Testing
- Visual Design
- User Persona Development
- A/B Testing
- Design Thinking
- Project Management & Product Design
- HTML, CSS, JavaScript
- Photoshop
- User-Centered Design
- Prototyping
- Interaction Design
- Responsive Design
- User Journey Mapping
- Data Visualization
- Agile Methodology
- Figma
- Illustrator

## Professional Experience

**Metronome**, Nashville, TN

***UX Researcher, December 2024 – Present***

- Led UX initiatives including the development of an internal technical assessment tool for better documentation and website audit, implementing critical usability improvements.
- Designed marketing collateral and one-page slick sheets for conferences and prospective clients, collaborating with Marketing and CST teams to drive business growth.

**UI/UX Designer**, Nashville, TN

***Freelance, November 2023 – Present***

- Led UX design of an AI-powered EHR app for veterinarians, creating a chat interface for streamlined diagnosis and treatment planning.
- Developed interfaces for uploading medical records and labs, integrating AI to enhance diagnostic efficiency.
- Improved end-to-end experience of AI assistant Cleo by conducting usability reviews, identifying UX and accessibility issues and leading the websites redesign.
- Updated user flows and user journey maps to identify and fix information Architecture issues.

**Northrup Grumman Corporation**, Redondo Beach, CA

***UI/UX Engineer – Payload & Ground Systems, July 2021 – August 2023***

- Streamlined onboarding process, reducing time from 10 to 7 days.
- Managed Information Architecture for optimal UI component integration with telemetry and mission data.
- Developed an internal site, halving equipment procurement time for new hires and ensuring immediate readiness.

**Fierce Nutraceuticals**, Northridge, CA

***Project Manager, February 2016 – August 2018***

- Grew revenue from \$0 to \$80K per month (within 6 months) and annual sales to \$2M+ within 2 years; led analytics and data team to identify best supplements to partner with existing product line (and expand to new markets).
- Led development and launch of health/weight management supplement for startup—focusing on product growth, market research, operations, and distribution.

**Epic Fitness Group**, Northridge, CA

***Product Designer & Project Manager, January 2014 – February 2016***

- Oversaw budgets for social media, TV, digital ads, and app campaign, ranging from \$50K to \$75K per month.
- Led mobile application design/development on a Top 50 Health & Fitness product (U.S. market)—leading to a 30% increase in web traffic and 9% increase in sales after app launch.

# Education

Claremont Graduate University, Masters in Information Systems Technology (2021)

California State University, Northridge, Bachelors in Economics – with distinction (2012)

## Selected UI/UX Designer – Projects

### Decentralized Finance (DeFi) & Crypto Onboarding

*Researcher & Developer – DeFi & Crypto Advocacy & Onboarding, March 2022 – August 2022*

- Conducted comprehensive UX research to identify challenges faced by new crypto users transitioning from centralized to decentralized platforms.
- Developed gamified app concept tailored to diverse motivation, to simplify onboarding and education in DeFi.
- Created wireframes for seamless onboarding incorporating insights from interviews, affinity groups, personas, etc.

### Battle Warriors NFT

*UX Researcher & Developer, September 2021 – Current*

- Designed launched The Viking NFT Warriors (generative collection) with diverse characters, weapons, and looks.
- Grew Discord server to 3K+ members and increased Twitter followers to 3K+; authored Medium articles.
- Developed Python script generating random characters/rarities, combining creativity and technical expertise.
- Created website showcasing NFT collection, highlighting roadmap, and enabling minting on Ethereum.

### Shogun War – Play-2-Earn (P2E) Game

*UX Auditor & Designer, April 2022 – June 2022*

- Conducted comprehensive UX audit for crypto play-to-earn (P2E) game—identifying usability issues and providing recommendations for navigation, onboarding, and structural improvements.
- Redesigned game's navigation system and various pages, addressing key audit issues and enhancing UX.
- Designed aesthetically pleasing, engaging crafting page—incorporating character select windows, inventory panels, crafting selection windows (and a graphic for successful crafting achievements).
- Created immersive Beast Forest and Dungeon pages, using text, character select windows, graphics, transitions, and ending animations to enhance player's sense of accomplishment.

### Discord Community Management Dashboard

*Designer/Developer, July 2022 – September 2022*

- Spearheaded and devised comprehensive Discord (community management) dashboard—shaped to manage multiple projects, roles, permissions, alerts, and key metrics.
- Developed clear information architecture, wireframes, and mockups—iterating based on client feedback and design insights for optimal UX.
- Leveraged visual design/data visualization to create engaging, informative dashboard—displaying key stats, social media metrics, collaborations, and user engagement.
- Conducted user testing and iterations with clients and moderators—refining dashboard for specific preferences/requirements.