

Dandrew Merriweather Jr.

PRODUCT DESIGNER

User focused and results driven Senior Product Designer with over eight years of experience designing and optimizing large scale web and app experiences across Pearson and other enterprise teams. Passionate about creating intuitive, accessible, and high impact solutions that improve engagement, simplify complex workflows, and support product growth. Skilled in leading cross functional collaboration, shaping design strategy, and using research and data to guide decisions.

WORK EXPERIENCE

Senior Product Designer (contractor)

6/2025 – 12/2025

Pearson

- Led end to end design for student and educator dashboards across web and native including assignments, study tools, Here's What's Due, and Suggested Remediation
- Built and expanded the Pearson design system by defining new theme tokens, creating Sepia Mode, fixing inconsistencies, and delivering reusable components for mobile and web
- Improved the Assignable eTextbook experience by mapping core flows, running discovery, and enhancing long form readability with updated hierarchy and color contrast
- Collaborated with PMs and engineers in weekly working groups to review designs, run design QA, and ensure high quality implementation across releases
- Designed native ready patterns for drawers, sheets, and navigation while aligning system tokens to create a consistent experience across platforms

Senior UX Designer (contractor)

8/2024 – 1/2025

Gordon Food Service

- Led the design and optimization of e-commerce features, including a new search experience for Gordon's web and app, enhancements to Order History & Account, Ratings & Reviews, Complementary Products, and Relationship-based recommendations.
- Contributed to the Gordon Ordering Design Library by integrating key UI components, such as enhanced product cards, sponsored carousels, ratings & reviews, and an improved search input, streamlining design consistency across platforms.
- Played a key role in the redesign of the Gordon Homepage, improving product placement, implementing banner ads, refining navigation, and optimizing the footer for a more seamless browsing experience.
- Enhanced the Product Detail Page (PDP), improving information accessibility, refining key functionalities, and ensuring a more intuitive user experience.
- Conducted QA design reviews to ensure consistency, accessibility compliance, and pixel-perfect implementation across web and mobile platforms.

Director of Technology

7/2024 – Present

Indy Design Week

- Designed and developed the new Indy Design Week website and the Hues theme site, ensuring a seamless and accessible digital experience.
- Led the technical strategy and digital execution, optimizing website performance, responsiveness, and user engagement.
- Collaborated cross-functionally with marketing, social media teams, and board members to align digital initiatives with branding and outreach.

CONTACT

- d.merriwed317@gmail.com
- [LinkedIn](#)
- [Portfolio](#)

EDUCATION

MSc Human Computer Interaction
Indiana University
2017 – 2019 – Bloomington, IN

BSc Informatics
Indiana University
2013 – 2017 – Bloomington, IN

CERTIFICATIONS

- Agile Crash Course, Agile Project Management – 2020
- Scrum Fundamentals Certified – 2020

SKILLS

UX and Product Design

- User research
- Information architecture
- Wireframing
- Prototyping
- Usability testing
- User flows
- Interaction design
- Accessibility design
- Workflow simplification
- Design strategy

UI and Visual Design

- Visual design
- Typography
- Color theory
- Iconography
- Responsive design
- Branding
- High fidelity mockups
- QA design reviews

Design Systems

- Component based design
- Token management
- Theme architecture
- Documentation and governance
- Atomic design

Tools

- Managed content updates and maintenance, ensuring accurate and timely event information while improving site usability.
- Directed and mentored UX designers, providing guidance on digital experience enhancements and maintaining design consistency across platforms.

Senior Product Designer (contractor)

5/2022 – 6/2024

Publix Super Market

- Conducted rigorous A/B/C testing to optimize cart placement within the Publix app, integrating advanced design methodologies and user research to enhance UX.
- Implemented improvements to search functionality, resulting in a 12% increase in conversion rates through enhanced filters and a streamlined search flyout.
- Expanded the Publix Design Library by incorporating critical UI components such as the search bar, page layouts, and image carousels, boosting design efficiency by 20%.
- Led the design of e-commerce features, including product recommendations, promotional banners, and a user-friendly checkout process, significantly enhancing the overall shopping experience and increasing online sales.
- Designed and optimized mobile-specific user interfaces, ensuring a seamless and intuitive experience across various devices, and collaborated with developers to implement mobile-first design principles, resulting in faster load times and improved performance on mobile devices.

Senior Product Designer (contractor)

5/2020 – 5/2022

Joindeapp

- Directed and mentored UX design interns, overseeing comprehensive product design processes from prototyping to testing.
- Spearheaded the development of chatbot solutions for McDonald's and MSBC, elevating customer service experiences through innovative UI/UX designs.
- Conducted in-depth user research and usability testing, leveraging findings to validate design concepts and enhance product usability.
- Collaborated closely with engineering teams, ensuring product solutions aligned with strategic business goals and quality standards.

Senior Product Designer (contractor)

1/2020 – 4/2022

Elevate

- Led the design and implementation of intuitive interfaces for software applications, tools, and dashboards, specifically tailored for a curriculum mapping tool.
- Identified user pain points and requirements, resulting in heightened user satisfaction and accelerated adoption rates of designed solutions.
- Developed comprehensive design patterns to establish robust UI architectures and interaction flows, enhancing overall user experience.
- Generated detailed low-fidelity wireframes, high-fidelity mockups, and interactive prototypes using industry-standard tools, ensuring clarity and precision in product specifications.

UX Designer (contractor)

7/2021 – 3/2022

Edward Jones

- Created and delivered specialized UX deliverables tailored to specific design challenges, including detailed sketches, wireframes, and interactive prototypes.
- Designed responsive interfaces optimized for various devices, improving usability and accessibility across different platforms.
- Collaborated closely with UX researchers to integrate research insights into iterative design processes, refining UI/UX solutions based on user feedback.
- Conducted rigorous usability testing and iterative design improvements, aligning designs with stakeholder objectives and user needs.

- Figma Suite
- Adobe Creative Suite
- Miro
- Microsoft Office Suite
- Jira
- Confluence
- Slack
- Microsoft Teams

AI Assisted Design

- AI assisted tools including ChatGPT, Claude and Lovable
- Supports ideation, prototyping and workflow acceleration

Technical

- HTML and CSS
- JavaScript
- React
- SASS

Soft Skills

- Collaboration
- Communication
- Problem solving
- Attention to detail
- Creativity
- Adaptability
- Time management

Product Designer, Project Manager

6/2019 – 10/2020

Fanium Inc.

- Led extensive user surveys to gather feedback and insights, significantly enhancing user experiences for a diverse user base.
- Served as a pivotal liaison and subject matter expert in stakeholder meetings, ensuring effective communication and alignment of project goals.
- Managed the successful implementation of Notion, optimizing documentation processes and enhancing interdepartmental communications.

UX Product Designer

2/2018 – 6/2019

IUPUI, Indianapolis, IN

- Designed and implemented responsive web and mobile solutions for Eskenazi Health, applying a user-centered design approach to achieve project success.
- Collaborated closely with stakeholders throughout the design process, integrating feedback to deliver impactful UI/UX solutions