

Dandrew Merriweather Jr.

Senior Product Designer specializing in Enterprise UX and Design Systems
Product Designer with 8+ years of experience designing B2B & B2C eCommerce, EdTech, enterprise platforms, and marketplace products across web and native experiences. Proven track record of improving conversion, reducing friction, and building design systems that support usability and long-term product growth. Experienced in driving product strategy, leading cross-functional teams, and delivering measurable business impact.

Work Experience

Senior Product Designer (Contractor)

6/2025 – 12/2025

Pearson

- Designed and launched Pearson's first student and educator insight dashboards across web and native platforms, centralizing assignment visibility and performance tracking
- Defined extensible design system foundations, including theme tokens, reusable navigation patterns, drawers, and sheet components across the AeT ecosystem
- Improved long-form learning experiences through accessibility-focused hierarchy systems, responsive layouts, and Sepia Mode implementation for extended educational content consumption
- Delivered production-ready enterprise dashboard experiences alongside PMs and engineers, strengthening consistency across Pearson's digital learning ecosystem

Founding Product Designer

3/2025 – Present

PILO

- Built the end-to-end product experience for an on-demand marketplace connecting barbers, shop owners, and clients across mobile and web platforms
- Established modular onboarding flows, booking systems, and marketplace interaction patterns supporting multi-user marketplace operations across barbers, shop owners, and clients
- Conducted interviews with 13 barbers and shop owners and validated prototypes with 25+ users, improving onboarding clarity and refining core booking workflows across the marketplace platform
- Improved product discoverability through UX patterns designed to support long-term platform expansion

Senior Product Designer (Contractor)

8/2024 – 1/2025

Gordon Food Service

- Redesigned enterprise search experiences across web and mobile ordering platforms, streamlining product discovery for high-frequency B2B purchasing workflows
- Built reusable search and product discovery components within the Gordon Design Library, strengthening consistency, implementation efficiency, and cross-platform alignment
- Optimized homepage and PDP experiences through improved hierarchy systems, responsive layouts, and usability-focused navigation enhancements
- Increased search success by 15%, reduced abandonment by 12%, and improved search-to-purchase conversion by 13% through UX optimization and enhanced search workflows

CONTACT

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[LinkedIn Profile](#)

EDUCATION

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

BSc Informatics
Indiana University
2013 - 2017 - Bloomington, IN

CERTIFICATIONS

Agile PM Crash Course – 2020

Scrum Certified – 2020

SKILLS

UX and Product Design

User Research, Information Architecture, User Flows, Wireframing, Journey Mapping, Prototyping, Usability Testing, Product Strategy

UI and Visual Design

Responsive Design, Interaction Design, Typography, Visual Hierarchy, Accessibility, Mobile Design, Web Design

Design Systems

Design Tokens, Component Libraries, Scalable Systems, Documentation, Accessibility Standards, Cross-Platform Systems

Tools

Figma, FigJam, Webflow, Jira, Adobe Creative Suite, Miro

AI & Rapid Prototyping

Claude, ChatGPT, Lovable, Figma Make, AI-Assisted Prototyping, Rapid Concept Validation, Workflow Ideation

Director of Technology

7/2024 – 1/2026

Indy Design Week

- Modernized the Indy Design Week digital platform from 2024 through 2026, evolving the experience to better support community storytelling, sponsorship visibility, and event engagement
- Architected scalable Webflow structures and flexible content systems that streamlined future updates and improved long-term platform maintainability
- Improved accessibility, responsive behavior, and navigation clarity across the platform, creating a more inclusive and user-friendly experience for attendees and organizers
- Supported a growing multi-disciplinary design community through modern digital event experiences, serving 350+ attendees

Senior Product Designer (Contractor)

5/2022 – 6/2024

Publix Super Markets

- Optimized cart placement and shopping workflows through A/B/C testing and behavioral UX analysis across high-traffic mobile shopping experiences
- Redesigned enterprise search experiences with enhanced filtering, predictive interactions, and streamlined discovery flows, contributing to a 12% increase in conversion
- Expanded the Publix Design Library with reusable components and extensible interaction patterns, improving design efficiency by 20% across cross-platform eCommerce experiences
- Improved customer engagement and product discoverability through redesigned recommendations, promotional surfaces, and checkout optimization workflows supporting millions of customer interactions across enterprise eCommerce experiences

Senior Product Designer (Contractor)

6/2020 – 5/2022

Joindeapp

- Designed AI-powered chatbot experiences and conversational workflows for enterprise clients, including McDonald's, HSBC, HEB, and Unilever, improving engagement across social and customer support channels
- Designed customer service chatbot experiences and microapp workflows that increased chatbot-driven visitor interactions by 32K while contributing to measurable engagement and sales impact
- Created dashboard features and data visualization experiences that helped clients better track engagement metrics, support decision-making, and improve business performance

Senior Product Designer (Contractor)

1/2020 – 5/2020

Elevate Mapping

- Designed UX/UI experiences for Elevate Mapping, an academic planning platform supporting K–12 schools through curriculum mapping and academic workflow management
- Built enterprise dashboard systems, permission structures, and workflow mapping experiences that improved usability across educators and academic leadership teams
- Expanded platform adoption across independent schools, including Park Tudor, Ensworth, and Western Hills, through enterprise curriculum planning experiences and improved educator workflows

UX/UI Designer (Contractor)

7/2019 – 12/2019

Edward Jones

- Designed and refined UX/UI experiences across internal financial platforms and advisor-facing digital workflows, improving usability in data-rich, regulated environments
- Created responsive interface patterns for complex financial data displays, supporting clarity, trust, and accessibility across advisor and client-facing touchpoints
- Collaborated cross-functionally with product owners, engineers, and business stakeholders to translate financial requirements into user-centered design solutions
- Contributed to scalable interface patterns and usability enhancements across web platforms serving financial advisors and enterprise users

Earlier Experience

UX/UI Designer – Fanium

1/2019 – 6/2019

- Designed responsive and mobile-first fantasy sports experiences focused on improving engagement, usability, and social-driven interaction patterns across digital platforms
- Conducted user research and feedback analysis to improve user experience flows, feature prioritization, and product engagement across fantasy sports applications
- Collaborated with stakeholders and developers to support scalable digital experiences and internal documentation workflows across product initiatives

Design Associate – Techstars

2019

- Supported 9 fintech startups by aligning product design strategies with business objectives, helping teams shape early-stage MVP experiences and product direction
- Facilitated lean agile UX workshops and collaborative discovery sessions focused on validating product-market fit through iterative design processes

UX Product Designer – IUPUI

2017 – 2019

- Designed responsive web and mobile healthcare experiences for Eskenazi Health, applying user-centered design methodologies across digital patient-focused solutions
- Conducted UX research focused on Alzheimer's Disease and sleep monitoring experiences, creating interview scripts, synthesizing qualitative findings, and translating research insights into evidence-based design recommendations
- Served as a Graduate Teaching Assistant, evaluating projects and mentoring 30+ students across personas, heuristic evaluations, user interviews, and high-fidelity wireframing exercises