

ANDREW SLAUGHTER

Product Designer

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WORK EXPERIENCE

MAILFORM

Product Designer | 2016 - 2018

Designed the full product cycle from brand and style guide to UX sketches and in-browser prototyping. Worked with a developer and marketer adding features based on user feedback and growth initiatives. Iterated constantly, improving the primary product conversion rate by 2.8x and traffic by 7x.

MAKE SCHOOL

Product Designer | 2015 - 2016

Designed several web products including a learn-to-code course or MOOC and a search engine for game sprites and UI assets. Consistently improved the companies marketing/consumer-facing website experience. Worked on the agile-operated development team improving the CSS system.

Creative Director | 2012 - 2015

Produced 50+ student-created iOS games and apps, mentoring high-school and college-aged developers on experience and game design while managing a small team of UI designers. Scaled the design and production systems, including creating template games and standard UI assets.

SURF N SOL

Co-founder | 2009 - 2012

Built a Hawaii-based travel agency, specializing in surf and yoga-focused, packaged trips. Responsible for web design/development, ad creation and management, SEO, operations and sales process refinement.

HAWAIIAN DREDGING CONSTRUCTION

Project Engineer, Ko'olina Beach Villas | 2006 - 2008

Oversaw building the structural disciplines (concrete and steel) of a 247-unit, beach-front resort. Worked closely with the project's 10+ designers and engineers, as well as our subcontractors and suppliers. Designed and detailed shop plans following architectural specifications.

EDUCATION

LOUISIANA STATE UNIVERSITY

B.S. Construction Management | 2001 - 2005

Took courses in Architecture, Interior Design, Landscape Architecture, and Engineering. Did an exchange semester at the University of Hawaii at Manoa.

PROJECTS

GAMEBOT

Automated video content creation. Over 5 million views on YouTube.

SIMPLEFLEX.CSS

A tiny CSS framework for flexbox.

WATCHPOP

A fashion accessory for the Apple Watch. Kickstarter-funded.

HIPSTER DOMAINS

Find real-word domain hacks.

MARFA HOUSE

A modern addition to an old adobe home.

DESIGN SKILLS

Product management, growth design, game design, style guides and design systems, in-browser prototyping, motion/illustration/UI design, wireframes and mock-ups

RESEARCH / GROWTH / ANALYTICS

Product strategy and traffic analysis, user outreach and research, analytics-based flow optimization, ad spend management, copywriting, SEO, A/B testing

TOOLS & LANGUAGES

Adobe PS/AI/IN/PR/AE Sketch, Invision, Procreate, Flinto, Keynote, AutoCAD

Google Analytics, Mixpanel, Adwords

HTML, CSS, JavaScript, Git