

Andrew Marks, M.S.

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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. Fluent interpersonal communicator, with many transferrable skills including:

- UI/UX Research & Design
- Information Architecture
- Usability Testing
- Visual Design
- User Persona Development
- A/B Testing
- Design Thinking
- Project Management & Product Design
- Cryptocurrency & Web3
- HTML, CSS, JavaScript
- User-Centered Design
- Prototyping
- Interaction Design
- Responsive Design
- User Journey Mapping
- Agile Methodology
- Decentralized Finance (DeFi) & NFTs
- Figma
- Illustrator
- Photoshop

Education

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

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

Professional Experience

Northrup Grumman Corporation, Redondo Beach, CA

UI Software 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.

Equity Residential, North Hollywood, CA

Leasing Consultant & Price Analyst, March 2012 – January 2014

- Maintained property price database, audited competitor prices, and worked with pricing analysts to develop optimal pricing strategy—increasing average rents by 25%+ and occupancy from 94% to 98.5%.

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 and 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.

***Full project listing at [linkedin.com/in/andrewmarksart/](https://www.linkedin.com/in/andrewmarksart/)**