

Andrea McVittie

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I create tools and experiences that empower. I am an outspoken advocate for my users, and engage the UX community in meaningful discussions about our role in making tech better for everyone.

Education

University of Michigan, Masters in Science of Information, Human-Computer Interaction

Michigan State University, Bachelor of Fine Arts, Graphic Design & Photography

Experience

Vroom

Senior Product Designer | 2019–2022

- Led design of e-commerce upper funnel search and discovery UI and UX
- Collaborated with Product Managers to define, research, and document design requirements
- Created sketches, wireframes, user-flows, mockups and prototypes using Figma, Sketch, Adobe CS, and similar tools
- Conducted and analyzed qualitative and quantitative user research to inform design
- Directed and documented company wide effort to improve accessibility standards
- Mentored design interns and new employees. Established onboarding framework

The Omni Group

User Experience Designer | 2012–2018

- Lead Designer on multiple best-selling iOS mobile, desktop and web apps
- Shepherded project designs from early concept through to shipping and maintenance
- Improved cross-team communication and built a highly collaborative design culture
- Worked closely with Engineering, Test, and Support to iterate and refine implementation
- Redesigned major features, adapting to changing user base
- Reduced Support load by analyzing user feedback and crafting user-centered solutions

App Camp for Girls - Seattle

Design Coach (Volunteer) | 2015–2017

- Mentored camp attendees as they built 3 iOS Apps over a week
- Created and presented interactive workshops:
 - 'Designing with a Grid Based Layout' - Layout principles applicable across projects
 - 'App Icon Design' - Key considerations for crafting an effective icon
 - 'UI Design' - An overview of considerations for usability

A Place for Mom

User Experience Engineer | 2010–2012

- Improved information retrieval and data accuracy through a redesign of internal CRM
- Provided insights into staff and customer needs by conducting company's first user studies
- Designed, guided implementation, and assisted in coding data reporting web app
- Coordinated requirements gathering across multiple partners and stakeholders
- Established a design library of graphics, icons, stylesheets, and design patterns

Qworky

Contract User Experience Designer | 2009–2010

- Guided product development exploration through user-flows, personas and wireframes
- Provided visual assets and design patterns to create a common design language

Smartgirl.org

User Experience Consultant | 2009–2010

- Audited and provided suggested restructure of site information architecture
- Developed detailed wireframes outlining improved site navigation, content, and interface
- Aided in developing new science & math centered educational content

Usability & Interface Intern | Sep 2008–May 2009

- Assessed the usability and accessibility of the site
- Analyzed site statistics and provided insights on their qualitative meaning
- Designed and conducted user survey to provide insights into user desires
- Provided staff with detailed written reports on findings and recommendations

Capital Area District Libraries

Web Developer | 2004–2005

- Streamlined and maintained code of dynamic and static web pages for all branches
- Developed an interactive guide for patrons on the use of ebooks and ebook readers
- Designed instructional and promotional graphics for web and print use
- Collaborated with Marketing to create a consistent visual identity

Michigan State University Libraries

Web Designer | 2003–2007

- Special Project: Complete redesign and enhancement of library web site
 - Lead designer for new visual identity and information architecture
 - Conducted user testing, card sorting and user surveys
- Designed, created, and maintained multiple web sites and visual identities
- Modernized and maintained the HTML, CSS and templates across the library, project and department sites
- Improved and maintained usability and accessibility to above University standards