



Andrew Watterson is a designer.

Full stack

Though I take pride in every stage of the design process, from feature planning to final visuals, the user flow/interaction design phase is where I'm able to deliver the most magic.

Code + metrics

I've coded prototypes to illustrate interaction concepts, production CSS to make sure users got the flourishes we intended, and scripts to help us dig deeper into ads and growth metrics.

Personalityful

From designs that exude the friendliest of brand attributes to internal projects to help new designers get creative and productive quickly, I put my personality into everything I do.

Design Instructor

General Assembly

Winter 2015-2016

I taught a three-month UX Design bootcamp for students looking to change careers. I modified and presented over a dozen lectures from the existing design skills curriculum in an accessible, exciting way. Beyond the lectures, I mentored students through their first design projects, team environments, and job searches.

In student surveys, our classroom had an NPS of 58.

Our instructional team scored 4.35 (out of 5); as an individual, I scored 4.75 (out of 5).

Product Designer

Asana

2011-2015

SELECTED PROJECTS

Ongoing improvements (large and small) to Asana's main product, a task list and communication tool that helps teams organize themselves.

Many growth experiments, including the launch of a simple onboarding pop-up that became one of our biggest growth wins ever.

Interaction design on major structural changes for Asana's latest redesign.

The company's first mobile app, followed a year later by a redesigned and reengineered version that increased our App Store rating from 1.5 to 4.5 stars.

Senior Interaction Designer

Meebo

2008-2011

SELECTED PROJECTS

Meebo Messenger, a multi-window IM client in your web browser.

The Meebo Bar, an embeddable bar that needed to provide valuable IM and sharing functionality without overwhelming the design of the site it was hosted on.

Meebo clients on many other platforms including desktop, iPhone, Android, and BlackBerry.

Ad units that users found tasteful, brands found exciting, and got impressive interaction rates.

Education

Bachelor of Science in Engineering in Digital Media Design, University of Pennsylvania, 2008

Tools

Adobe Illustrator Sketch HTML/CSS JavaScript/jQuery MySQL CouchDB

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