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|  | **Andrew Marogil** | | | Chicago, IL  andrew.marogil@gmail.com |
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| **Experience**  **Dyson** - UX/UI Designer - *Oct 2019 - present* Dyson is a multi-national manufacturer of home, and haircare products based in the United Kingdom   * Lead UX e-commerce research & UI design as the senior UX designer, conduct user testing, and UI development based on consumer data across the US and Canadian markets. Both direct and third party as well as manage cross-platform journeys on omni-channel marketplaces. * Coordinate with cross functional teams Global Experience teams, Product Owners, and market stakeholders across the US, UK, Canada and Singapore around product launches, feature enhancements, and user research. * Perform qualitative research to influence design concepts for A/B testing on Dyson dot com along with presenting research to leadership and senior stakeholders. * Create digital UI enhancements that are aligned with the Dyson Design System and brand standards. These may be market specific or global enhancements built for mobile, tablet and desktop e-commerce experiences on Adobe Experience Manager. * Development around ADA AA compliance to design with accessibility in mind. * Design and run qualitative research testing with select participants to test new concepts, gather insights, or test existing trends gathered in customer qualitative feedback research. * Created an Amazon e-commerce Design System with Figma to be utilized by global team of designers as part of a staggered launch based on US learnings. * Formulated a testing strategy around how to improve MyDyson log in and account creation, leading to a +17.5 improvement in account creation and +10% improvement in log in rate during A/B testing. * Designed an enhancement to MyDyson to improve NPS by 21 points on desktop and 9 points on mobile. * Worked with global stakeholders and testing teams to redesign and develop a new interactive comparison chart that led to a 184% improvement in click through-rate to PDP’s from compare.   **W.S. Darley & Co**. - Web Developer & UX/UI Designer - *Jan 2017 - Oct 2019* W.S. Darley works to outfit Firefighters, Emergency Responders and War Fighters through its multiple brands   * Design and refinement and development of the UX for our customers along with 7 different web brands. * Delivered frontend solutions for Darley’s e-commerce websites via HTML, CSS and JavaScript. * Performed A/B testing, and optimization to increase customer conversions based on web traffic analytics and heat maps. * Creating concepts and bringing them to high-fidelity mockups. * Conducted user research interviews with current customers as well as create personas for stakeholder presentations. * Developed web experiences for the 7 different divisional brands across the Darley brand, as well as created advertising and email campaigns.   **MIDOPT** - Production Engineer - *Aug 2015 - Jan 2017*   * Design, research, and engineer new 3D products and parts  for production.   **MARMED** - Freelance Industrial Designer - *Jan 2015 - Sept 2017*   * Produced sketches to 3D models based on Human Factors and manufacturability and designed for medical devices.   **RTC** - Contract Industrial Designer - *May 2013 - Sept 2013*   * Responsible for multiple Point Of Purchase projects from sketching to 3d development.   **Cesaroni Design Associates** - Industrial Designer - *Sept 2011 - June 2012*   * Worked with clients to develop concepts from sketch to prototype.   **Milwaukee Electric Tool** - Industrial Design Intern - *May 2010 - Aug 2010*   * Developed products using sketching, SolidWorks, working with design, marketing, and engineering teams.   **Baxter International** - Industrial Design Intern - *May 2009 - Aug 2009*   * Worked with senior design members on exploratory medical devices | | | | |
| **Education Milwaukee Institute of Art & Design**, Milwaukee WI *August 2006 - May 2011*  Bachelor of Fine Arts in Industrial Design concentration in Graphic Design  **Harper College**, Palatine IL *January 2013 - May 2016* Mathematics, Computer Science coursework  **Skills** | | | | |
| Design thinking  Figma  Prototyping  UI kits - Design systems  Responsive design  Analytics research | | Card sort testing  Moderated user research  HTML & CSS development  A/B testing  Email design  Stakeholder management | User journey mapping  Designing for web accessibility  IA mapping Tree testing  Validation & usability  Design systems  Visual design | |