

ANDREW CONLEY

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PROFESSIONAL SUMMARY

Senior UX Designer with 5+ years of experience leading end-to-end design for complex digital products in the travel and public-sector space. Proven track record of translating user research and stakeholder strategy into high-impact, data-driven design solutions, including a cart-completion redesign that more than doubled conversion rates. Expertise in research, interaction design, and design systems, with the ability to champion the user while driving cross-functional alignment across product, development, and executive teams.

CORE COMPETENCIES

Research & Strategy: User Research · Usability Testing · Heuristic Evaluation · Card Sorting · Surveys · Focus Groups · A/B Testing

Design & Delivery: Interaction Design · Wireframing · High-Fidelity Mockups · Prototyping · Design Systems · Information Architecture · Data Visualization

Leadership: Cross-Functional Collaboration · Stakeholder Presentations · Workshop Facilitation · QA Oversight · Agile/Scrum

Tools: Figma · Sketch · InVision · Miro · Adobe Analytics · Optimizely · Adobe Creative Suite · Workfront · Aprimo

EXPERIENCE

Senior UX Designer | Overseas Adventure Travel 2021 – Present

Lead design strategy and execution across a full website redesign, collaborating with an agency partner, development team, and executive stakeholders to modernize the O.A.T. digital experience.

Dates & Prices — Full Experience Overhaul

- ▶ Spearheaded a ground-up redesign of the Dates & Prices section, the highest-traffic conversion path, driving cart completion from 12% to 27% in the first iteration, a 125% improvement.
- ▶ Led in-person focus groups and analyzed behavioral data to surface pain points; translated findings into wireframes, high-fidelity mockups, and interactive prototypes.
- ▶ Ran structured usability tests on prototypes, synthesized feedback into actionable design iterations, and partnered with Dev and QA through build and launch.
- ▶ Shipped key features including live pricing updates, personalized trip selections, and a streamlined cart-building flow.
- ▶ Presented strategy and outcomes to board members and senior stakeholders.

Design System & Site-Wide Initiatives

- ▶ Partnered with agency team to oversee a full redesign of the O.A.T. design system, ensuring brand consistency and scalability across all touchpoints.
- ▶ Reviewed all agency mockups against brand standards and the broader product roadmap before handoff to development.
- ▶ Redesigned the global Mega-Menu by auditing the existing information architecture, building a comprehensive site map, and reorganizing navigation to more intuitively surface trips and deals.
- ▶ Redesigned landing page templates using jump-links and a card-style layout to reduce friction and better align with users' booking intent.
- ▶ Oversaw candidate screening and qualification for ongoing user testing panels.
- ▶ Designed campaign assets including homepage heroes, display ads, banners, and email templates.

UX Designer & Project Manager | Nina Trvl LLC (Contract)2020 – 2021

Led UX research and design for a travel booking startup from discovery through prototype, owning end-to-end delivery and stakeholder communication.

- ▶ Defined user demographics and psychographics through in-person interviews and online surveys to map the end-to-end traveler booking journey.
- ▶ Developed full information architecture, site maps, and task flows for every page of the platform.
- ▶ Designed wireframes and high-fidelity mockups in collaboration with graphic designers, maintaining design consistency across the full site.
- ▶ Built interactive prototypes to communicate user flows to stakeholders; ran usability tests, identified pain points, and delivered iterated design solutions.
- ▶ Presented research findings, design rationale, and iteration plans to stakeholders at key project milestones.

UX Researcher | Juno (Contract)2021

- ▶ Conducted qualitative interviews to evaluate the landing page and campaign signup experience; synthesized findings into patterns and design recommendations.
- ▶ Presented actionable insights and UX recommendations directly to the C-Suite.

UX Designer & Project Manager | City of Boston (Contract)2020

- ▶ Led user research through in-person interviews, online surveys, heuristic evaluations, and usability testing with newsletter subscribers.
- ▶ Created personas, user flows, wireframes, and a high-fidelity clickable prototype to communicate design solutions to government stakeholders.
- ▶ Managed project delivery: led daily stand-ups, delegated tasks based on team strengths, and kept the project on track to meet all milestones.
- ▶ Served as primary liaison between design team and City of Boston stakeholders.

EDUCATION & TRAINING

User Experience Design Immersive · General Assembly2020

480+ hours of immersive UX/UI training — user research, prototyping, client presentation, and iterative design under real-world constraints.

Bachelor of Science, Liberal Studies2012

Framingham State University · Framingham, MA