

ANDY CONLEY

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PROFESSIONAL SUMMARY

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.

WHAT I'VE BUILT AT OVERSEAS ADVENTURE TRAVEL

Dates & Prices Redesign · Highest-Impact Initiative

- Led the complete overhaul of OAT's primary trip building experience, the Dates & Prices section.
- Designed the full research program: facilitated in-person focus groups, reviewed behavioral data, identified core pain points, and used findings to anchor every design decision.
- Produced wireframes, high-fidelity mockups, and interactive prototypes; ran user testing rounds and synthesized feedback to drive iteration.
- Partnered directly with Engineering and QA through delivery, balancing design goals against technical constraints across multiple release cycles.

Website Redesign · Agency Partnership

- Served as OAT's internal design lead on a full website redesign in partnership with a third-party agency, responsible for maintaining design integrity, aligning stakeholders, and keeping work on track.
- Ensured that agency output reflected OAT's brand, user needs, and product standards throughout the engagement.

Navigation & Information Architecture

- Identified structural issues in the global mega-menu and led a complete rebuild, using card sorting and site mapping to create a hierarchy that better matches how OAT customers actually think about travel.

Landing Page Strategy

- Redesigned OAT's landing page system based on research into how users scan and evaluate trips, introduced jump-links and a card-based layout that surfaces deals and destinations more intuitively.

Stakeholder & Executive Communication

- Regularly presented design strategy, research insights, and product decisions to key stakeholders and board members, translating design rationale into business terms and building confidence in the work.

CURRENT ROLE

Web UX/UI Designer

2021

– Present

Overseas Adventure Travel · Boston, MA

- Own the full UX lifecycle for OAT's highest-priority digital initiatives, from discovery and research through design, testing, and delivery.
- Operate as the primary design decision-maker across the product: booking experience, navigation, landing pages, campaign creative, and design system standards.
- Lead cross-functional collaboration with Engineering, QA, Marketing, and external agency partners.

- Established UX research practices, focus groups, usability tests, behavioral analysis, as core inputs to product decisions at OAT.

PRIOR EXPERIENCE

UX/UI Designer & Project Manager

2020 – 2021

Nina Trvl LLC (Contract) · Boston, MA

- Led all UX strategy, research, and design for an early-stage travel startup, sole designer from discovery through prototype handoff.

UX Researcher

2021

Juno (Contract) · Boston, MA

- Conducted qualitative research on landing page and campaign signup UX; presented findings and recommendations to C-suite.

UX/UI Designer & Project Manager

2020

City of Boston (Contract) · Boston, MA

- Led a public-sector UX engagement, managed the team, ran research, and delivered wireframes and prototype to government stakeholders.

SKILLS & TOOLS

Design & Research

UX Strategy · User Research · Usability Testing · Heuristic Evaluation · Card Sorting · Information Architecture · Interaction Design · Wireframing · Prototyping · Design Systems · Data Visualization

Leadership & Process

Stakeholder Communication · Executive & Board Presentation · Cross-functional Collaboration · Agency Management · Project Management · Agile / Iterative Delivery · Public Speaking

Tools

Figma · Sketch · InVision · Miro · Adobe Analytics · Adobe Creative Suite · Workfront · Aprimo · Scene7 · Microsoft Office Suite

EDUCATION & TRAINING

User Experience Design Immersive (480+ hours)

2020

General Assembly · Boston, MA

Bachelor of Science, Liberal Studies

2012

Framingham State University · Framingham, MA