
andrea nave

senior ux / product designer



contact

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education

BA Communication Design
University At Buffalo State

UX/UI Certification
Columbia University

skills

ux research

user interviews, usability testing, personas, journey mapping, heuristic evaluation, a/b testing

ux / product design

wireframing, prototyping, interaction design, information architecture, data visualization

tools

figma, adobe suite, miro, jira, github, microsoft

technical

html/css, javascript (basic/intermediate)

about me

Senior UX / Product Designer specializing in complex, data-driven platforms and enterprise systems. Proven ability to translate ambiguous requirements into intuitive, user-centered experiences through research, workflow design, and data visualization.

key impacts & value delivered

- Translated highly technical, regulated CMS workflows into intuitive, user-friendly experiences that reduced confusion and errors
- Conducted user interviews, usability testing, and data analysis to uncover pain points that guided high-impact design improvements for the Federal IDR Portal
- Performed in-depth UX evaluations on current FDA systems that streamlined fragmented workflows, minimized manual processes and increased operational efficiency
- Worked closely with developers to design clear, accessible data visualizations in Power Bi that helped stakeholders from the Bureau of Indian Affairs and American College Health Association quickly interpret and act on insights
- Bridged the gap between design and development to align cross-functional teams, translating user needs into technically feasible solutions

differentiators

- Apply AI strategically to enhance, not replace, human-centered design, ensuring solutions remain user-focused, thoughtful, and aligned with business goals
- Seamlessly support multiple cross-functional teams by quickly adapting to evolving needs, contributing with minimal ramp-up time, and driving immediate impact

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work experience

tyrula

lead ux designer | 2023 - Present

- Led UX design initiatives for federal healthcare and data systems (CMS, FDA, BIA), simplifying complex, regulated platforms to improve usability
- Conduct research and usability testing efforts to uncover workflow pain points and shape design decisions
- Redesign manual and fragmented IDR workflows into scalable digital experiences, improving operational efficiency and driving higher submission completion rates
- Drove cross functional alignment with project managers, engineering, and stakeholders
- Designed and delivered data visualization dashboards, internal FDA systems, and case management platforms in collaboration with developers, often using rapid prototyping to accelerate delivery deadlines
- Ensured compliance with federal data security and accessibility standards (ADA, Section 508), reducing risk and improving inclusive access across user groups
- Integrated AI into internal workflows to automate repetitive tasks, improve research synthesis, and increase team efficiency and scalability

engrain

senior ux designer | 2022- 2023

- Designed UX for map based data visualization platforms, improving usability and feature adoption
- Conducted UX audits and research that contributed to a 30% increase in customer acquisition
- Led prototyping and design handoff for a B2B internal portal, improving user workflows and efficiency
- Collaborated with engineering to integrate APIs and data systems into user-friendly interfaces
- Supported agile teams in delivering iterative, user-centered improvements

sentral

product designer | 2021- 2022

- Delivered end to end UX design for web, mobile, and property management platforms
- Improved booking and leasing workflows, contributing to site traffic growth from 200K to 700K
- Conducted usability testing and research to validate design decisions
- Created wireframes, prototypes, and user flows to support rapid iteration

howard hanna real estate

marketing director/ux strategist | 2008- 2021

- Led UX and digital strategy initiatives focused on improving customer experience and engagement
- Applied user-centered design principles to marketing and digital platforms
- Drove strategic decision making through customer insights and behavioral data