

Andrew McGouirk

Product Design Lead

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Experience

Etsy (via Braintrust)

Lead Product Designer

New York, NY - Remote

May 2024 - Dec 2025

Agent Experience Platform

- Partnered with engineering and product teams to design and implement workflow-aware AI recommendations that improved review accuracy and reduced risk cases by 71%, saving approximately \$390K annually
- Conducted user research and usability studies to introduce improved seller-risk reviews, decreasing handle time by 8% and improving decision accuracy by 5%

Catapult - Experimentation Platform

- Led cross-product teams through qualitative research to identify and validate the most critical pain points in experiment creation and discovery workflows
- Designed and tested new search and advanced filtering experiences, significantly improving discoverability of past experiments and experiment insights

Nike (via Magnit)

Lead UX Designer

Beaverton, OR - Remote

Mar 2022 - May 2024

- Redesigned Platform Console, an internal engineering platform, simplifying Nike's enterprise developer experience and integrating personalized dashboards, engineering documentation, tools, and library recommendations
- Collaborated with product managers, data scientists, and engineering stakeholders to create telemetry dashboards and internal tooling recommendations
- Contributed pattern audits, design components, and documentation standards to the Podium Enterprise Design System
- Championed Enterprise Design Thinking workshops and analytic insights via Pendo to introduce home page improvements, reducing bounce rates by 12%

MicroFocus

Lead UX Designer

(Now OpenText)

Fort Collins, CO

Mar 2020 - Mar 2022

- Redefined the SiteScope monitoring experience used by system administrators, improved workflow clarity, accessibility, and visual design
- Partnered with clients in the 'Design Partnership Program' to validate use cases, conduct user research, and test prototypes
- Delivered a "One-Click" containerized deployment application, simplifying demo and pre-sales deployment time from 3 days down to 50 minutes
- Mentored junior designers globally, shaping design standards, critique practices, and workflow consistency across an enterprise product portfolio

BryterCX

Senior UX Designer

Denver, CO

Oct 2018 – Mar 2020

- Designed a next-generation, CX cross-channel, customer analytics platform
- Created mobile dashboard concepts incorporating journey score indexes to communicate the cost and impact of poor cross-channel experiences
- Facilitated monthly, company-streamed feedback sessions with users, stakeholders, and client leadership to align design priorities and facilitate use case discovery

ClickFox

UX Designer

Denver, CO / Atlanta, GA

May 2011 – Oct 2018

- Co-created the Fox Design system to unify UI patterns across multiple on-prem, and cloud-based analytic applications
- Directed engineering teams from requirements gathering to production release, focusing on usability testing and iterative improvements
- Designed workflows, wireframes, prototypes, and personas, enabling seamless integration of user personas with journey maps

Education

Georgia State University

Atlanta, GA

2004 - 2009

Focus in corporate identity design, introduction to computer science, and human factor fundamentals.

Skills

AI-assisted workflows, Design Strategy, User Experience, Product Design, User Testing, User Research, Journey Mapping, Interaction Design, Data Visualizations, Enterprise and technical design systems, Design Thinking moderation, privacy-sensitive UX, and Design Sprints