

ANDREW JASPERSOHN

Senior UX / Product Designer • AI Design Practitioner

Portland, ME • 207.650.5852 • andrew.jaspersohn@gmail.com • andrewjaspersohn.com

PROFESSIONAL SUMMARY

Senior UX and Product Designer with 6+ years shipping mobile, web, and enterprise products — most recently three years at Arity across B2B adtech and consumer mobile. Before UX, two decades in Michelin-starred hospitality, art education, and coaching — careers that trained genuine human-centered instincts long before the term existed. AI-fluent in practice: custom agents, onboarding infrastructure adopted by two-thirds of a 43-person product org, and design systems built for retrieval models. Looking for senior or lead roles where quiet craft, cross-functional fluency, and calm delivery under pressure actually matter.

EXPERIENCE

Senior Experience Designer | Arity — Full-time | Jan 2023 – Apr 2026

- Contributed to end-to-end UX for Arity's mobile division across iOS and Android — research, prototyping, production specs, and legal documentation for 230+ screens — owning the full mobile design workload for the final six months of tenure.
- Drove 5x MAU growth on a B2B sales app from January to March 2026 — two rounds of usability research, a full v2 redesign, and a settings awareness system that surfaced silent trip failures.
- Designed and wrote cross-platform migration communications for 200K users across eight enterprise organizations — unique brand voice per carrier, six timed delivery intervals on average, zero user drop-off.
- Partnered with Sales on fast-turn partnership concepts that helped close a signed deal and integration roadmap — 28 screens in 1.5 weeks.

AI-Assisted Design & Tooling

- Architected an AI-friendly component pattern library in Figma — consistent naming, tokenized properties, and rich annotations optimized for LLM-based workflows and retrieval models. Handed off as a portable build bundle on departure.
- Co-authored Cursor onboarding guides adopted by two-thirds of a 43-person product org — covering prompt engineering, component generation, and Figma integration.
- Built custom agents for Jira QA and UX story review, saving 2+ hours weekly across a six-month period.
- Onboarded two marketing writers onto Cursor in under an hour — both built brand voice agents from existing documentation and remain active users.

Experience Designer | Arity — Full-time | Oct 2022 – Jan 2023

- Conducted end-to-end UX on a B2B adtech platform — two rounds of internal user research through 100+ production screens covering campaign management, audience tooling, navigation, and homepage redesign.
- Identified a recurring class of operational failures through research and cross-functional observation — moved error prevention to the UI layer, eliminating a category of backend engineering intervention entirely.
- Delivered full navigation overhaul and homepage redesign through sitemap synthesis and stakeholder interviews, resolving divergence between product and marketing narratives across the platform.

UX Designer & Product Manager | New American Stone Mills — Contract | Jan 2021 – Oct 2022

- Sole UX practitioner on a long-running collaboration with a small artisan mill manufacturer — heuristics, research, site flow, storytelling, photography, SEO, and automation, working directly with the owner.
- Studied 820+ prospective customer contacts to surface seven recurring question themes — findings drove IA restructuring, separate mill model pages, and plain-language copy across the site.
- Rewrote three 75-page installation and service manuals for clarity and brand consistency — serving mill owners across a wide range of technical comfort levels.

- Expanded scope into SEO, promotional merchandise, partner linking, and customer contact automation — always anchored in real user behavior and field feedback.

UX Design Immersive Fellow | General Assembly — Full-time | *Feb 2022 – May 2022*

- Completed a 12-week intensive UX design program — user research, interaction design, prototyping, usability testing, and design thinking — while simultaneously managing active UX contract work.
- Produced end-to-end portfolio case studies demonstrating full design process across varied product challenges.

Service Design & Lead Mixologist | Union Square Hospitality Group, New York, NY | *2015 – 2020*

- Mixologist and service designer at Union Square Hospitality Group — including Gramercy Tavern, a Michelin-starred institution and cornerstone of Danny Meyer's legendary hospitality standard.
- Created cocktail programs generating consistent monthly sales exceeding \$12k and led staff education seminars that doubled single-malt Scotch sales.
- Selected as restaurant representative for Best American Restaurant Bar nomination at Tales of the Cocktail, New Orleans.
- Co-authored standards and procedures guide as an inaugural team member at the reopened Whitney Museum of American Art restaurant.

SKILLS & TOOLS

AI & Emerging Tools: Cursor, Figma Make, Prompt Engineering, Custom Agent Development, AI Pattern Libraries, LLM Workflow Design, Tone & Voice Skill Authoring, Jira Automation via AI, AI Onboarding & Enablement

Design & Research: UX/UI Design, Interaction Design, Information Architecture, User Research, Usability Testing, Heuristic Evaluation, Competitive Analysis, Journey Mapping, Wireframing, Rapid Prototyping, Design Systems, Cross-platform Design, Communication Design, Service Design, Content Strategy, Brand Voice Development

Tools: Figma, Cursor, Claude Code, Balsamiq, Sketch, Adobe XD, Zeplin, Miro, Jira, Confluence, Amplitude, Google Analytics, Hotjar, Maze, Airship

Additional: SEO Strategy, Technical Writing, Manual Writing, Photography, Systems Thinking, B2B SaaS, Mobile-First Design, Cross-functional Facilitation, Stakeholder Presentations, Agile/Scrum

EDUCATION

BA in Fine Arts — Colby College

Post-Baccalaureate in Art Education — Maine College of Art

UX Design Immersive — General Assembly