



I am a seasoned design leader with over 15 years in the design industry. I've built award winning teams that effectively solve business and user problems. My User Experience background helps me set a roadmap and vision for my team to build best-in-class eCommerce experiences. My innovative thinking and design chops help set the bar high for the people I work with.

Andy Layman

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Experience

PRODUCT DESIGN MANAGER — SHIFT.COM

2022

Continuing with the checkout experience brought from Fair.com
Leading a team of designers.

PRODUCT DESIGN MANAGER — FAIR.COM

2022

Lead a team of designers to that delivered an industry-leading car buying experience.

USER EXPERIENCE LEAD — FAIR.COM

2021 - 2022

Designed a best-in-class car checkout experience that lead to acquisition.

SENIOR UX DESIGN MANAGER — BLUE NILE

2020 - 2021

Developed a product roadmap in conjunction with Product Owners.
Conduct weekly WIP and pitch presentations to executive leadership team.
Identify talent and build out a design team.
Continual process improvements and guideline documentation.
Run regular design reviews and exercises with the design team.

UX DESIGN MANAGER — BLUE NILE

2019 - 2020

I established the infrastructure for Blue Nile's initial design system (Sapphire).
Manage a team of designers that built the website for a \$500M ecommerce site.

LEAD UX DESIGNER — BLUE NILE

2015 - 2019

Work as a lead designer on multiple high-level projects.
Started Blue Nile's Design System (Sapphire).
Hire direct reports that I would manage and guide in their UX journey.

VISUAL DESIGNER — BLUE NILE

2014 - 2015

UI DESIGNER — BLUE ROOSTER

2013 - 2014

LEAD UI DESIGNER — HYPR, INC.

2012 - 2013

Knowledge

EDUCATION

BS - Information Technology - Web and Database Design
BA - Graphic Design

TOOLS

Figma	After Effects
Sketch	UserTesting.com
Principle	XD
InVision	Overflow
Photoshop	Axure
Illustrator	Balsamiq

REFERENCES

Paul Stonick
VP Design
Shift
(908) 625-4232

Dave Fleischman
VP Product Management
Compass
(425) 614-9191

ACHIEVEMENTS

Patent
Facilitated Comparison of Gemstones
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