



I am a seasoned design leader with over 18 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 road map 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

Head of Product Design - AutoNationMobility.com

**2022 - 2024**

Helped launch a completely online automotive checkout experience for the largest automotive retailer in the nation. Lead a team of designers from concept to launch of a new "micro-lease" product for AutoNation.

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 vehicle buying experience.

Product Design Lead - Fair.com

**2021 - 2022**

Designed a best-in-class vehicle 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**

Visual Designer - Blue Rooster, HYPR Inc.

**2012 - 2014**

## Knowledge

### EDUCATION

BS - Information Technology - Web & Database Design

BA - Graphic Design

### TOOLS

Figma

Proto Pie

Illustrator

Axure

Photoshop

Overflow

InVision

Userzom.com

Principle

UserTesting.com

### REFERENCES

**Paul Stonick**

VP Design

Shift.com

(908) 625-4232

**Dave Fleischman**

CPO

Angi

(425) 614-9191

### ACHIEVEMENTS

**Patent**

Facilitated Comparison of Gemstones

11,288,728 · Issued Mar 29, 2022