

Andy Layman

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I am a design leader with 18+ years of experience in design—including 8+ years leading high-performing teams. I thrive on solving complex challenges, creating meaningful connections between people and products, and empowering teams to deliver impactful solutions. Whether reimagining e-commerce experiences, optimizing automotive platforms, or mentoring emerging designers, I blend creativity with strategy to drive measurable results. My expertise lies in bridging user needs and business goals to craft innovative, scalable design solutions that resonate.

Experience

LEAD PRODUCT DESIGNER | AUTONATION

September 2022 - January 2025

- Led a talented team to develop a groundbreaking "micro-lease" product, attracting a fresh wave of users.
- Launched AutoNation's first AI-based dealer tool, optimizing deals, which led to a 5% uptick in completed deals and a 19% reduction in misaligned product offerings.
- Led the UX team in the formation and creation of AutoNation's first design system (DRVN).
- Added a sprint process for the AutoNation Design Team to follow and increase overall throughput of the team.

PRODUCT DESIGN MANAGER | SHIFT

February 2022 - August 2022

- Built on my work at Fair.com to enhance Shift's vehicle checkout experience.
- Guided a design team in refining the user journey to drive customer satisfaction.
- Implemented a design sprint process that contributed to increased team efficiency.

LEAD PRODUCT DESIGNER | FAIR.COM (ACQUIRED BY SHIFT)

September 2021 - February 2022

- Acquired by Shift - In a transaction closed during the second quarter of 2022, Shift purchased Fair's assets for \$15 million in cash and a number of shares of Class A common stock equal to 2.5% of Shift's outstanding shares.
- Spearheaded the design and implementation of a vehicle checkout process that improved customer satisfaction scores and contributed strategically to acquisition discussions with potential buyers.

SENIOR UX DESIGN MANAGER | BLUE NILE

March 2020 - September 2021

- Partnered with Product Owners to craft strategic product roadmaps aligned with business goals allowing for the first product roadmap in Blue Nile's history.
- Increased revenue from \$450 million to over \$550 million by the time I left.
- Delivered impactful presentations to executive leadership, showcasing innovative concepts and progress.

UX DESIGN MANAGER | BLUE NILE

April 2019 - March 2020

LEAD UX DESIGNER | BLUE NILE

April 2015 - April 2019

VISUAL DESIGNER | BLUE NILE

April 2015 - April 2019

UI DESIGNER | BLUE NILE

February 2014 - April 2014

Knowledge

SKILLS

Visual Design Excellence
Design Systems Development
Cross-Functional Collaboration
AI-Driven User Experience
User-Centered Design
Agile Design Practices
Data-Driven Design Decisions
Human-Centered Design
End-to-End Product Design
Design Thinking and Facilitation
Agile and Lean UX Practices
Prototyping and Wireframing
User Research and Insights
Customer Journey Mapping
A/B Testing and Usability Testing
Design Operations
Stakeholder Communication
Scalable Design Systems
Advanced HTML & CSS
Empathy
Conflict Management

EDUCATION

Central Washington University
Bachelor of Science in Information Technology
Specialization: Web & Database Design

Central Washington University
Bachelor of Arts in Graphic Design