Nisa Andrews

Senior Product Designer

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Systems Thinking · AI Product Design · 0→1 Design

I design end-to-end product systems that simplify complexity, build trust, improve decision-making, and create meaningful impact at scale.

CORE STRENGTHS

- Systems Thinking
- Product Strategy & 0→1 Design
- Cross-Functional Leadership
- Scalable Patterns & Frameworks
- Prototyping & Experimentation
- AI Product Design

SELECTED IMPACT

- Designed ad experiences across Google Search & YouTube, launching scalable booking and hotel deals systems with projected **multimillion-dollar revenue impact**
- Raised Uber Driver Loyalty comprehension from **62% to 80%**
- Increased Uber Rentals conversion by **40%**
- Increased Spin's labor efficiency by **20%**
- Doubled vendor win rates at TestBox, from **13% to 29%**
- Designed multi-player financial-planning workflows at Modularity that contributed to a **$2M pre-seed raise**

EXPERIENCE

Senior Product Designer & Consultant · daxa studio
Mar 2015 - Present

- Lead end-to-end design projects for startups and growing companies such as Google, Cisco, TestBox, and Spin, from discovery and product definition through prototyping, validation, launch, and ongoing product improvement.
- Use AI-assisted development to turn independent product ideas into working prototypes across personal style, health, and cultural experiences.
- Founded and designed Design Sensei, a marketplace connecting startups with 50+ vetted senior design advisors, owning product strategy, service design, core marketplace flows, and product prototyping.

Senior User Experience Designer · Google
Mar 2025 - Jul 2026

- Led end-to-end product design for emerging Google Search and YouTube Travel Ads experiences, translating ambiguous customer and business problems into clear workflows, high-fidelity prototypes, scalable interaction patterns, and production-ready specifications.
- Led UX for Hotel Deals experiments, defining how deal signals adapted across the design system, while supporting a projected $16.9M annual revenue opportunity.
- Designed a new Travel Ads booking experience: translating discovery and booking into an intuitive flow within a high-engagement consumer surface, supporting a projected multibillion-dollar annual revenue opportunity.
- Partnered with product, engineering, research, analytics, and design-system teams to evaluate experiment arms, present recommendations to senior stakeholders, resolve edge cases, and move concepts toward launch.

Senior Product Designer · TestBox
Jun 2021 - Oct 2022

- Reduced trial setup time by 25% and increased trial-to-purchase conversion by 15% by redesigning onboarding and guided product-evaluation workflows for a complex B2B sales platform.
- Designed interactive product environments that helped enterprise buyers evaluate software using realistic data and workflows rather than relying solely on sales demonstrations.
- Created high-fidelity prototypes and conducted usability testing with enterprise customers, translating observed friction into clearer setup flows and reusable interaction patterns in partnership with product and engineering.

Senior Product Designer · Spin Scooters
Mar 2020 - Apr 2021

- Designed an inventory and field-operations system that reduced fleet vehicle loss by 30% and improved labor efficiency by 20% across distributed operations.
- Mapped complex operational workflows and designed dashboards that helped field teams locate vehicles, understand status, coordinate work, and take the appropriate action at each stage.
- Balanced field-user needs, operational policy, technical constraints, and business goals while creating a shared system used across multiple teams and locations.

Product Designer II · Uber
Promotions: Product Designer I → Product Designer II
Jul 2017 - Sep 2019

- Raised understanding of Uber Pro rewards from 62% to 80% and awareness from 75% to 90% through moderated research with drivers, rapid prototyping, and iterative redesign of the loyalty experience.
- Led 0→1 mobile product design for Driver Rentals across the U.S. and Brazil, increasing conversion 40% by simplifying vehicle discovery, eligibility, and decision-making.
- Designed and tested high-volume mobile experiences with drivers, translating behavioral insights into clearer information hierarchy and product decisions.

User Experience Designer · Razorfish
Promotions: Associate User Experience Designer → User Experience Designer
May 2015 - Apr 2017

- Helped win a $1.6M engagement through a UX audit and redesign proposal that connected customer-experience problems to a clear product and content strategy.
- Designed responsive frameworks and reusable interaction patterns for large-scale redesigns of HP, Honda, and T-Mobile digital platforms with complex content and stakeholder requirements.

MENTORSHIP, AWARDS, & ENGAGEMENTS

- **Mentorship:** First Round Capital Mentor; mentored junior designers at Uber, Spin, and Razorfish
- **Award**: 1st place - Trulia's Innovation Week Hackathon; feature was implemented in app
- **Speaker**: Adobe Design Community Events

EDUCATION

- **Bachelors of Business Administration, International Marketing** · CUNY, Baruch
- **PM Masterclass for Designers** · Ryan Scott
- **Front-end Web Development** · General Assembly

TOOLS

- **Tools:** Figma, AI tools (Claude, Cursor, Codex)