



Andy Layman

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Design leader with 20 years of experience across product design and software engineering, including eight-plus years building and leading product design teams. A rare dual background—design first, engineer second—enables fluency across the full product lifecycle, from strategy and user experience through design systems and front-end implementation. Has led design for large-scale e-commerce and automotive platforms, established DesignOps practices, and mentored emerging designers into senior roles. Combines creative direction with business rigor to deliver design that is innovative, scalable, and accountable to results.

Knowledge

EDUCATION

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

Bachelor of Arts in Graphic Design

SKILLS

Product Design Leadership
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

Experience

LEAD PRODUCT DESIGNER + TEAM LEAD - MIDWESTERN

August 2025 - Present

- Lead product design and team direction across client engagements including **Coinbase**, **GiveCampus**, **MatchED**, and **Mpox**, operating as an **embedded design engineer** who bridges product design and front-end implementation to reduce handoff friction and accelerate delivery.
- As **Midwestern's first Design Engineer role** I audited and built **GiveCampus Design System v1.0** in Storybook, and architected an automated Figma-to-GitHub pipeline (Plugin API, webhook relay) that syncs design status directly into engineering workflows.
- **Established Midwestern's DesignOps infrastructure**: a published Design System, Figma plugins for automated style enforcement and compliance scoring, and AI-assisted tooling that scaled design consistency across the agency.
- Delivered **Midwestern's first spatial computing work on Apple Vision Pro**, extending the agency's design engineering capability into a new platform.

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.

PRODUCT DESIGN MANAGER - SHIFT.COM

May 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.

PRODUCT DESIGN MANAGER - FAIR.COM

February 2022 - May 2022

- Directed a dynamic team to deliver a seamless vehicle buying experience, recognized as **best-in-class**.
- **Acquired by Shift.com** - 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.

LEAD PRODUCT DESIGNER - FAIR.COM

September 2021 - February 2022

- **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

February 2014 - 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.