Andrew Slaughter
Product Designer

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Designer with experience in both digital and physical products in a diverse range of subjects from games and apps to houses and art installations.

Experience

Designer / Project Manager

Manual Labor Architecture & Design, *2022-current, Ventura, CA*

Working with clients, consultants and staff to efficiently design ADUs, multi-family residences, hotels, and mixed-use projects in Santa Barbara city and county.

- *Code review experience including zoning, accessibility, ADUs, parking and fireproofing.*
- *Plan Check Review experience including negotiating with city planning & building officials.*
- *Ground-up Revit modeling. Exports to CAD. Renders in Enscape.*

Product Consultant

Chapter 11 TV, *2021-2023, Ventura*

Built and launched the website for Chapter 11 TV, a surf content and clothing brand. Performed regular creative and technical maintenance from building unique viewing experiences to outfitting the site for movie releases.

Kitchenette, *2022-2023, Montecito*

Built-out a Shopify-based food delivery service, implementing an agency's design.

Dolphin Project, *2020, Los Angeles*

Helped a non-profit define user and organization goals by interviewing stakeholders and mapping user journeys. Improved results by optimizing content strategy, landing pages and conversion funnels.

Product Designer / Co-founder

Mailform, *2016-2019, Los Angeles*

Designed, grew and sold a bootstrapped startup in the document shipping space. Conducted usability tests, user interviews, traffic analysis and market research to establish product road maps, unlock sources of revenue and determine UX/UI iterations. Executed low and high-fidelity wireframes and mockups, wrote the production markup and website copy, designed the brand and optimized landing pages.

- *Grew website traffic by 9% and revenue by 14% on average per month.*
- *Improved conversion rate of site traffic by 280% and funnel efficiency by 13%.*
- *Designed the Bulk Mail tool which accounts for 22% of orders and 42% of revenue.*

Front-End Developer / Product Designer

Make School, *2014-2016, San Francisco*

Worked within the development team's agile environment, maintaining and improving the UX/UI of the company's public-facing website. Led the design of our student application and onboarding flow, as well as several learning platforms.

- *Designed the company's Hour of Code (code.org) contribution, an in-browser iOS development environment that enabled over a million people to create an iPhone game.*
- *Designed the Online Academy, an education platform used by over 55,000 students to learn iOS and build their own apps.*

Project Manager / Producer

MakeGamesWithUs, *2012-2014, Palo Alto*

Led the production of over 50 iOS games and apps. Worked with student developers on game design and experience, while contracting designers to build wireframes, mockups, themes/characters (IP) and deliverable assets. Scaled the process by standardizing design specifications, creating template games and developing game launch protocols.

Projects

Gamebot
Los Angeles, 2017
Python app made daily highlight videos of video game streaming content.

WatchPops
San Francisco, 2015
Accessory for the Apple Watch. Funded with Kickstarter.

All Kine Ice Cream Truck
Honolulu, 2010
Ice cream and a repurposed mail truck.

Marfa Casita
Marfa, 2010
Modern additions to west Texas home including 2nd floor movie theater, landscaping, kitchen and bathroom.

Bass Crib
New Orleans, 2009
Interactive light & sound installation featured at Voodoo Festival.

Education

Louisiana State University
Baton Rouge, 2001-2005
Bachelor of Science in Construction Management

Northern Arizona University
Flagstaff, 2004
Student Exchange

University of Hawaii at Manoa
Honolulu, 2003
Student Exchange