

Andrew Cherry.

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Experience

Senior Product Designer / Mappedin / 2023 – Present

- Led design for a patented visual positioning system that leverages smartphone cameras to deliver real-time indoor wayfinding
- Established the use of product analytics to drive design decisions and increase customer & user satisfaction
- Led a complete redesign of Mappedin's enterprise web & directory products
- Created a standardized design process for the directory product to reduce custom work and improve delivery consistency
- Extended design impact by shipping minor front-end changes directly to the codebase
- Leveraged AI development tools to create working prototypes, accelerating the design validation process
- Designed and built an internal tool to centralize map testing across customers and verticals

Product Designer / Alert Labs / 2022 – 2023

- Led a front-end redesign across web, iOS, and Android platforms
- Conducted customer interviews and prototype testing to identify pain points, validate concepts, and inform design direction
- Utilized product analytics to guide key design decisions
- Collaborated with front-end and back-end developers to navigate technical constraints and scope feature rollouts
- Contributed to and maintained a design system to ensure consistency and streamline design-to-development handoffs

Product Designer / SkyWatch / 2017 – 2022

- Led design across two core products: a B2B marketplace aggregating satellite data providers, and a supplier platform enabling providers to host and manage their imagery
- Conducted user research and usability testing across both consumer and supplier experiences, translating findings into actionable design improvements
- Established product style guides to align design direction across both platforms

Education

Sheridan College / 2015 – 2016

Interactive Media Management – Digital Design

Wilfrid Laurier University / 2007 – 2011

Communication Studies (BA)