

Andrée Wallace

Product Designer



Contact Information

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Education

-  **PM Dojo**
Product Management Apprenticeship
2021
-  **Springboard**
UI/UX Design Certification
2020
-  **Wake Forest University**
Bachelor's of Art, Communication
2014

Skills

- A/B Testing
- Customer Journey Mapping
- Design System creation and management
- Rapid Prototyping
- User Persona creation
- UX Research
- Wireframing
- Workshop Facilitation

Tools

- Adobe Illustrator
- Adobe Photoshop
- Confluence
- Figma
- Framer
- Jira
- Mural
- Notion
- Webflow

Languages

- English (Native)
- Español (Advanced/Native)

About Me

I'm a product and UX designer with a diverse background in marketing, content creation, and design. Having worked across multiple industries, I bring a strong ability to understand users, uncover their needs, and translate insights into meaningful solutions. I approach every project with a balance of strategic thinking and practical execution, keeping both business goals and user experience at the center. I thrive on solving complex problems and delivering simple, impactful outcomes that help teams and clients move forward with clarity.

Work Experience

Associate Manager, User Experience at ICF Next Government

June 2021 - Present

A strategic partner for federal clients, ICF Next Government is a part of global consultancy ICF and works within several industries from energy to health to provide

- Led UX and product design workstreams across multiple federal agencies, driving redesigns, user research, content strategy, and design systems for programs in health, child care, public safety, and government operations.
- Conducted extensive qualitative research—including stakeholder interviews, user interviews, workshops, and journey mapping—to identify user needs and translate findings into actionable design recommendations and approved UI updates.
- Delivered end-to-end design support: synthesizing research, creating personas, drafting wireframes and prototypes, developing design systems, and maintaining pattern libraries that improved consistency and governance across large-scale digital ecosystems.
- Collaborated closely with cross-functional teams—product managers, developers, researchers, content strategists, and federal stakeholders—to align design solutions with business, technical, accessibility (508), and policy requirements.

Ecommerce Analyst at CC Wellness

Jan 2019 - April 2021

Established in 2003, CC Wellness is a leading pharmaceutical company in the health and wellness space.

- Led email marketing campaigns that drove an 18% increase in open rates, improving overall audience engagement.
- Conducted competitive analysis to support customer acquisition and retention strategies, collaborating closely with graphic designers and sales teams.
- Served as the sole copywriter, establishing consistent voice and tone guidelines across multiple brands.
- Developed clear, effective messaging that strengthened brand identity and supported marketing and sales initiatives.
- Streamlined communication workflows by partnering with cross-functional teams to ensure alignment across campaigns and brand touchpoints.

Online Contributor and Editor at Tennis World USA

Oct 2014 - Nov 2018

Reaching an average of 350K monthly visitors, Tennis World USA is a 24/7 news outlet that provides updates about players, coaches, and tournaments all around the world.

- Composed and edited 300+ articles, including daily roundups, player profiles, and long-form editorials.
- Conducted in-depth research to identify trends and develop timely, relevant story angles.
- Achieved an average of 8,000 readers per article, consistently driving strong audience engagement.
- Delivered high-quality content under tight deadlines while maintaining accuracy and editorial standards.
- Strengthened the publication's voice through clear, well-structured writing and sports-focused insights.