

Jeffrey Anderson

Portfolio: Jeffprongo.com

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SENIOR PRODUCT DESIGNER

Dynamic and results-driven design leader with extensive experience at CVS Health, Apple, AGWS, and CoEnterprise. Proven expertise in human-centered design, agile methodologies, and data-driven UX strategies. Adept at translating complex requirements into intuitive digital experiences using modern design tools (Figma, Sketch, Adobe Creative Suite) and ensuring accessibility and responsive design standards. Excels in cross-functional collaboration, stakeholder management, and delivering measurable business outcomes.

AREAS OF EXPERTISE

- **UX/UI & Digital Product Strategy:**
Human-Centered Design, Design Thinking, Customer Journey Mapping, Experience Mapping, User Flows & Persona Development, Iterative & Lean UX, Information Architecture, Interaction Design, Visual Design, Responsive & Mobile-First Design, Inclusive & Accessible Design (WCAG/ADA)
- **Tools & Technologies:**
Figma, Sketch, Adobe Creative Suite, Jira, Miro, FigJam, Zeplin, Mural, Axure, Design Systems Development & Handoff Tools, HTML, CSS, JavaScript, Responsive Web Design, Prototyping, Wireframing
- **Agile & Project Leadership:**
Agile/Scrum, Design Sprints, Cross-Functional Collaboration, Stakeholder Management, Strategic Planning, Workshop Facilitation, Mentorship, Advanced User Research, Usability Testing, A/B Testing, Data-Driven Design

EXPERIENCE

Combined, a Chubb Company (Contract) | Senior UI Designer

November 2024 – February 2025

- Developed comprehensive Figma design files by converting website screen captures and documentation, streamlining collaboration between developers and stakeholders.
- Redesigned user interfaces using responsive and accessible design principles to meet New York State regulatory requirements.
- Delivered organized, developer-friendly assets that supported agile development cycles and iterative improvements.

Prongo Group LLC., Founder | Product/ UX/UI Designer

June 2000 – Present

- Founded and scaled Prongo.com, exceeding over 20 million monthly page views and a top global ranking of 4,000 among all websites, establishing it as a leading premier educational platform.
- Designed and developed an iOS app featuring interactive educational games with a mobile-first approach and responsive user interfaces.
- Created, animated, and programmed over 300 interactive 2D and 3D educational assets, integrating creative tools to boost user engagement.
- Launched and marketed 14+ AI-assisted coloring books on Amazon, opening additional digital revenue channels.
- Delivered custom UX/UI solutions for clients (e.g., Circlet LLC. and AbelsonTaylor) using comprehensive wireframes, high-fidelity prototypes, and robust usability testing processes.

CoEnterprise Inc., Remote | Senior UX/UI Designer

May 2024 – Aug 2024

- Led the product design for Syncrofy's MFT banking transaction module, integrating design thinking and agile methodologies for seamless user experiences.
- Conducted in-depth user research and usability testing, transforming complex user needs into intuitive, data-driven design solutions.
- Produced high-fidelity mockups and interactive prototypes in Figma, ensuring alignment with business objectives and compliance with PCI, DSS, and GDPR standards.

Renewance Inc., Elmhurst, IL (Contract) | Senior UX/UI Designer

December 2023 – Mar 2024

- Spearheaded the design of Renewance Connect™, a B2B industrial battery management platform, establishing a robust Figma-based design system for consistency across the product.
- Executed extensive user research and usability testing to refine interactive prototypes and enhance user engagement.
- Presented data-driven design strategies to executive stakeholders, successfully aligning product development with business goals.

CVS Health, Woonsocket, RI | Senior Experience Designer

April 2021 – Aug 2023

- Directed UI/UX design strategies for iOS and Android applications, emphasizing responsive, mobile-first design and WCAG 2.2 accessibility standards.
- Developed and implemented comprehensive design systems, agile processes, and iterative A/B testing to resolve usability issues and optimize app performance.
- Applied the Double-Diamond design methodology, balancing problem definition (Discover & Define) and solution development (Develop & Deliver) to create data-driven, user-centered designs.
- Led the development of the 'Check Drug Cost' feature, achieving a 6.82% reduction in call center inquiries and enhancing e-commerce flows to reduce cart abandonment.
- Conducted in-depth user research, persona development, and usability testing, ensuring all solutions aligned with business and customer needs.
- Facilitated cross-functional collaboration with developers, product managers, and business stakeholders to ensure seamless execution of design strategies.

Apple Inc., Cupertino, CA | User Interface Designer

July 2019 – Mar 2020

- Delivered high-quality, localized designs for global marketing campaigns and keynote presentations, ensuring brand consistency and optimal user engagement.
- Redesigned website sections for country-specific audiences, employing interaction design principles and responsive layouts.
- Leveraged Adobe Photoshop, Illustrator, and InDesign to produce visually compelling assets under tight deadlines for major product launches.

AGWS Inc., Warrenville, IL | Senior UX/UI Designer

May 2018 – March 2019

- Designed and prototyped mobile applications for iOS and Android, enhancing user engagement through intuitive interfaces and interactive prototypes using Figma and Mural.
- Led strategic design workshops and agile sprints, applying design thinking methodologies to deliver user-centered solutions for dealer tools.
- Expanded expertise in in-vehicle interface design, including research on Apple CarPlay, to address vehicle-specific UX requirements.

Creative Circle LLC., Chicago, IL | Visual Designer

December 2015 – November 2017

- Developed brand marketing strategies and crafted digital/print materials that significantly boosted client engagement and brand visibility.
- Collaborated with over 15 companies on diverse projects, including UX/UI solutions, web campaigns, packaging, and magazine layouts.
- Managed social media campaigns, capturing and editing photography to align with dynamic brand standards.

Richards-Wilcox, Inc., Aurora, IL | Visual Designer

May 2005 – June 2014

- Achieved \$500K in cost savings by designing in-house solutions for electronic shelving systems tailored to government specifications.
- Developed an innovative e-commerce platform and electric shelving software system, contributing to a 15% increase in online sales during the first year.
- Designed and maintained websites and visual assets for social media, driving user engagement and generating new revenue streams.

EDUCATION

Associate Degree in Advertising, Design & Illustration
College of DuPage, Glen Ellyn, IL

CERTIFICATES

Foundations of User Experience (UX) Design - 2025 | [Certificate](#)
UX Design Process: Empathize, Define, and Ideate - 2025 | [Certificate](#)
Build Wireframes and Low-Fidelity Prototypes - 2025 | [Certificate](#)
Create High-Fidelity Designs and Prototypes in Figma - 2025 | [Certificate](#)