Andrea Maher
SENIOR PRODUCT DESIGNER

CERTIFICATIONS

STANFORD UNIVERSITY (CONTINUING STUDIES)
UX/UI Design for AI Products, 2026

EDUCATION

ACADEMY OF ART UNIVERSITY SAN FRANCISCO
M.F.A. in Web Design & New Media

SAN DIEGO STATE UNIVERSITY
Double major; B.A. in Graphic Design and B.S. in Hospitality & Tourism Management

SKILLS

Design & Craft
Wireframing & Rapid Prototyping · Visual Design · Interaction Design · Responsive Design · Cross-Platform Design · Mobile App Design · Prototyping for Web & Mobile

Systems & Accessibility
Enterprise Design Systems · Design Systems Governance · Component Library Implementation · Accessibility & WCAG Compliance · Human Centered Design

Tools & Technology
Figma · Sketch · Adobe XD · InVision · HTML/CSS · Visual Studio · WordPress

Strategy & Process
Enterprise Product Design · B2B UX · Product Strategy & Roadmap Alignment · Agile & Scrum Methodologies · Front-end Development

EXPERIENCE

CVS Health
Enterprise healthcare organization

Senior Product Designer (2024–2026)
- Owned discovery-to-delivery design for underwriting workflows working in tight feedback loops directly with underwriters to validate solutions iteratively.
- Contributed to CVS Caremark's Cobalt design system migration across EOS, auditing legacy prototypes and replacing components.
- Drove Standalone Specialty discovery initiative in partnership with product, engineering, and client stakeholders, mapping data flows, surfacing technical risks, and building a roadmap to retire a legacy system and consolidate it into EOS.
- Facilitated stakeholder discovery workshops and conducted direct user research with underwriters, bypassing filtered requirements to surface insights.

Senior Digital Experience Designer (UX/UI) (2022–2024)
- Delivered CVS's next-generation scheduling platform across web and native, reducing the end-to-end flow from 18 steps to 9.
- Drove 18% reduction in user errors within one month through UXR-led A/B testing (content, CTA hierarchy, consent placement).
- Achieved 93% health records opt-in via progressive onboarding consolidating Rx, Caremark, Specialty, and medical records.
- Contributed to 35K new app downloads and 38K re-engaged users post-2024 redesign by improving task completion and family scheduling.

Senior UI Designer (2021–2022)
- Launched group vaccine scheduling ahead of major competitors, enabling multi-appointment booking in a single session.
- Served as accessibility lead during DOJ/ADA rapid-response sprint, driving full WCAG 2.1 AA compliance.
- Led migration from Sketch/InVision to Figma, rebuilding 30+ files and operationalizing the enterprise design system.

Buffini & Company
In-house real estate marketing organization

Web Designer (2018–2021)
- Designed and coded static and dynamic web experiences (HTML, CSS, JavaScript) translating marketing briefs directly into production builds.
- Managed and customized WordPress ecosystems across blogs, resource hubs, press, and podcast episodes.
- Built responsive Marketo email campaigns aligned with performance goals.
- Produced wireframes to align stakeholders pre-development.

Brown Marketing Strategies, Inc.
Small business creative agency

Digital/Web Designer (2016–2018)
- Designed and launched client websites (WordPress, Squarespace), owning full lifecycle from concept through deployment.
- Created multi-platform digital campaigns including paid ads, social graphics, GIFs, and motion assets.