Andre Cofield

Product Designer

www.andrecofield.com | andre@andrecofield.com | linkedin.com/in/andrecof

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SUMMARY

Product designer with 5 years of experience owning end-to-end design for responsive web and mobile products, most recently mobile buy flows at Spectrum. Skilled in Figma and Adobe Creative Cloud, known for creating scalable, brand-aligned experiences, from journeys and user flows to wireframes and prototypes, that drive measurable results.

EXPERIENCE

Spectrum
Product Designer
New York, NY
March 2026 – Present

- Optimized mobile buy flows on Spectrum product pages using user research and analytics, increasing activations by 9% and order volume by 11%.
- Owned the end-to-end redesign of suggested accessories in the cart and an interstitial page, using Contentsquare and user research, with the goal of increasing accessory attachment rate during the mobile buy flow. It increased online accessory sales by 45% in its first month.
- Brought recommended accessories for the phone already in the cart into the buy flow so customers did not have to leave for an accessories product listing page; retail data informed whether to lead with cases, charging cables, or three-in-one bundles.
- Partnered with user research and product management to improve conversion across mobile sales channels, supplying prototypes for user testing.
- Designed high-fidelity prototypes and responsive experiences for mobile commerce initiatives, speeding stakeholder alignment and engineering handoff.

The Wolfline
Product Designer (Freelance)
Philadelphia, PA
June 2025 – October 2025

- Led the modernization of Wolfline's quantitative analytics platform using Figma, enhancing usability and user satisfaction.
- Enhanced user experience by redesigning digital interfaces, resulting in a 25% increase in user engagement within 3 months through iterative prototyping and testing.
- Utilized Jira & Confluence to track design progress and facilitate agile sprints, ensuring timely delivery of user-centered solutions that met business objectives.
- Drove alignment between design, engineering, and stakeholders to deliver a cohesive platform experience with business and user goals at the forefront.

Prodigy Solutions Mt. Laurel, NJ
Product Designer January 2023 – July 2024

- Led the design of Prodigy's new e-commerce and facility management product, signing 3 facilities before release; revenue came in 5% above the year-over-year trend after launch.
- Created detailed user journey maps that illustrated cross-platform user experiences, enhancing clarity and alignment among stakeholders.
- Used Figma to create a token-based design system that reduced engineering handoff friction and accelerated feature delivery by 30%.
- Applied agile product management skills to streamline the design and development process, ensuring teams stayed in sync while reducing build time by 20%.
- Designed a biometric login and user management tool that eliminated fraudulent account intrusions and reduced customer refund rates by 35%.

Swift Plus Object Philadelphia, PA
UX Designer (Freelance) January 2021 – January 2023

- Developed engaging UX/UI prototypes via Figma that facilitated stakeholder buy-in, enhancing project funding opportunities and support.
- Conducted market and user research to align business and user needs while verifying product goals.
- Developed comprehensive documentation via Zeplin for design handoffs, ensuring clarity and brand consistency across platforms.

SKILLS

Core: UX Strategy, User Flows, Wireframing, Prototyping, Journey Mapping, Interaction Design, Visual Design, Design Systems, Brand Standards, User Research, Usability Testing, Experimentation, A/B Testing, Information Architecture, Product Design, Agile Methodologies

Tools: Figma, Claude Code, Cursor, Kiro, Codex, Framer, Rive, Adobe Creative Cloud, HTML/CSS, GitHub, GitLab, Google Analytics, Microsoft Clarity, ContentSquare, Jira, Confluence, Fusion 360, Microsoft Office Suite

EDUCATION

Bachelor of Science (B.S.), Industrial Design The Art Institute of Philadelphia