

ANDREA DAMMER

Senior Product Designer · AI Systems & Content Discovery

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Senior product designer. Eight years at Intuit (TurboTax), UX Designer → Senior UX Designer, with Ruby Award and Apple-featured iPad app to my name. Sustained senior IC practice through a family-focused chapter via a recent Sr Product Designer role at Scenera (AI/Copilot), mission-driven nonprofit redesigns, and a current AI Lab (Everyday Hum). Returning to full-time corporate design.

EXPERIENCE

Everyday Hum · Founder, AI Lab

2025 – Present

- Solo-founded a digital platform for nervous-system regulation through micro-actions. Designed an AI-assisted content discovery engine that drove a 50× lift in peak multi-channel engagement (200 → 10K) and sustained a 60% + Substack open rate.
- Architected an AI-powered content lab — seven specialized models supporting editorial production — scaling output to 220+ assets across Substack, Instagram, and web while reducing production time by 40%. Delivered a keynote and live technical demo on practical AI adoption to a 60-person community.

Scenera · Senior Product Designer

2024 – 2025

- Lead designer for BlindEye + MAIStro — an AI-driven property operations platform pairing a privacy-preserving sensor product with a Copilot-style AI Companion. Designed the end-to-end Actionable Feed UX translating sensor and Dynamics 365 data into contextual recommendations.
- Built a “Rate this Insight” feedback loop that captures user trust signals and routes them back to model improvement — closing the loop most enterprise AI deployments leave open.
- Validated the Actionable Feed and AI Companion concepts through moderated usability testing across 13 task scenarios with residential and commercial property managers; findings unanimously ratified the direction and shaped the Grosvenor expansion roadmap.

Paws of L.A. Rescue · Design Lead & Mentor

2020

- Designed an end-to-end product redesign for the VolunteerMatch nonprofit, improving rescue intake and volunteer/adoption workflows.
- Mentored a non-traditional candidate into a Senior Product Designer role at Intuit (with prior placements at Amazon and Walmart Labs) via a 10-month UX curriculum built around this redesign.

MindRight · Lead Product Designer

2017 – 2018

- Designed crisis-support tooling for a nonprofit serving 600+ teens facing trauma. Replaced manual Excel workflows with a custom operations dashboard and crisis-topic tagging, recovering ~15 person-hours per week for direct coaching (50% admin lift).
- Implemented Material Design across web and mobile, cutting design-to-development handoff time by 30% and improving accessibility for coaches and the teens they support.

Intuit (TurboTax) · UX Designer → Senior UX Designer

2006 – 2014 · San Diego, CA

- Design lead on the first native TurboTax iPad app within a 40-person agile team — featured by Apple for design innovation. Drove \$11M+ revenue across three tax seasons (Y1 \$408K → Y3 \$7.2M, 750K+ cumulative downloads) with a sustained 4.5-star App Store rating, anchored by a 90%-typing-free input model.
- Created the TurboTax Timeline (My Account) feature for the online product, mentored my replacement designer through the handoff before maternity leave; she shipped the feature successfully and went on to Meta.
- Redesigned the State Download installer flow for millions of users — moved State Download from a top-3 support issue to outside the top 10 (30% YOY contact reduction) and dropped NPS detractors from 3% to 1%, 2× the business objective.

SKILLS, EDUCATION & RECOGNITION

Skills AI-augmented experiences & LLM workflows · Design systems · Content discovery & information architecture · Mentorship & cross-functional leadership · Figma (expert), HTML/CSS prototyping.

Education & recognition BA in Design, Visual Communications, University of San Diego · Ruby Award (Top 1%, signed by Intuit Founder & CEO) — TurboTax iPad innovation · People's Choice Award — Tax Guru.