

**ANDREA
VEGA**

INTERACTIVE & UX DESIGNER

dreavega.com andreaivegaa@gmail.com 703.576.2385

EDUCATION

VCU BRANDCENTER

M.S. BUSINESS, EXPERIENCE DESIGN
2015 - 2017

RADFORD UNIVERSITY

B.A. ADVERTISING & MEDIA STUDIES,
MINOR IN GRAPHIC ARTS
2011 - 2015

UNIVERSITY OF LONDON

COMMUNICATIONS, MEDIA & SOCIETY
SUMMER 2014

SKILLS

Español

UX / UI Design

Interaction Design

User Research & Analytics

Concepting & Storytelling

Visual Design & Branding

Rapid Prototyping

Usability Testing

Front End Development

Information Architecture

TOOLS

Sketch

After Effects

Photoshop

Principle

Figma

Invision

Illustrator

HTML, CSS & JS

Cinema 4D

Webflow

Adobe XD

Unity

EXPERIENCE

UX CONSULTANT - FREELANCE

Local Mödiv, New Jersey — July 2019 - Current

Created personas and user journeys, and worked alongside client and design agency to create wireframes for new dispensary website.

USER EXPERIENCE DESIGNER

DMI, Washington DC — September 2017 - July 2019

Worked as Lead UX Designer on several mobile apps and websites like Hersheypark and Hyundai. Created experiential campaigns utilizing Blockchain and AR technology. Designed UX/UI for ios & android apps, as well as micro-interactions and developed interactive sites. Conducted numerous competitive audits, user research, testing, and focus groups. Occasionally worked on traditional print ads, animated logos, and video ads.

UX DESIGNER / ART DIRECTOR INTERN

WONGDOODY, Los Angeles — Summer 2016

Designed interactive prototypes and ads, mockups, decks and concepted for new business pitches. Produced interactive kid's display board for Cedar Sinai Hospital in the Westfield Mall, LA.

DIGITAL DEVELOPER INTERN

VCU MARKETING, Richmond, VA — Spring 2016

Compiled competitive audits for website redesign taxonomy, established new UX and UI principles, resolved maintenance requests and designed and embedded banner ads.

DIGITAL WEB DESIGNER - FREELANCE

GOOD PAC CO., Washington DC — Summer 2015

Designed logo and brand assets, site content, website UX / UI and built front-end site through Wordpress.

