

**ANDREA
VEGA**

INTERACTIVE & UX DESIGNER

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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

COMMS, MEDIA & SOCIETY
SUMMER 2014

SKILLS

Español

UX / UI Design

Interaction Design

Rapid Prototyping

User Research & Analytics

Concepting & Storytelling

Visual Design & Branding

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

USER EXPERIENCE DESIGNER

Penfed, Tysons Corner — Dec 2019 - Current

Currently designing the UI for new Personal Savings applications. As well as converting a new design system from Sketch to Figma. And conducted a comprehensive Competitive Assessment for Personal Loans and Checking accounts to influence future design overhaul.

UX CONSULTANT - FREELANCE

Local Mōdiv, New Jersey — Sept 2019 - Dec 2019

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 — Sept 2017 - Sept 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 the UX/UI for ios & android apps, micro-interactions and developed micro-sites via Webflow. Conducted competitive audits, user research, testing, & focus groups. Occasionally worked on traditional print ads, animated logos, & videos.

UX DESIGNER / ART DIRECTOR INTERN

WONGDOODY, Los Angeles — Summer 2016

Designed interactive prototypes, 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 VCU's 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, brand assets, content, & built front-end via Wordpress.