Andrea

Sr. UX Designer

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EDUCATION

Truman State University

BFA, Visual Communications, 2014

Sigma Kappa Sorority

SOFTWARE

Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Lightroom
Adobe InDesign
Adobe Premiere
Sketch
Windows OS
Mac OS

SKILLS

User Experience
Visual Experience
Illustration
Packaging
Branding
Prototyping

Apple (2020-Current)

UX Designer (Level IV), Artificial Intelligence/Machine Learning
• Sole designer on an AI/ML research team, helping to uncover insights and inform potential Apple products and experiences, from a design perspective.
• Brainstorm with researchers on potential product use cases, conceptualize ideas with rapid prototypes and technical drawings
• Collaborate with developers to create PoC apps for data collecting and testing
• Assist with visuals and layouts for team presentations

Independent Freelance UX Designer (2019-2020)

Consulting and freelance for world-class brands, including Adobe, Famous Footwear, Bookshlf, and Curate to name a few.
• Created nationwide marketing campaigns that raised Adobe livestream viewing
• Rebranded and defined UX guidelines in a responsive email framework for Famous Footwear
• Design and iterate on a new mobile app and website for a startup, Bookshlf
• General user interface design for websites and apps.

Adobe Creative Resident (2018-2019)

Share my process, insights, and inspiration with the community while focusing on a personal creative project
• Speak at events, attend conferences, and collaborate with leaders in our field
• Represent the UI/UX design community by highlighting design practices and exciting others about experience design's role in our society

Hewlett-Packard, Inc. (2014 - 2018)

VX Designer, Immersive
Visualize, produce, and execute UX and VX for Sprout Workspace, G1, and G2. Created VX for FitStation 3D foot scanning, Jumpstart, MyHP, redesigned the Sprout developer website, and more.

(2014)

Application Engineer Intern
Evaluated and researched uses for Sprout, created designs for Sprout software, and generated new app ideas. Travelled frequently across the U.S. for usability tests, video shoot tech support, and product demos.

Joojoo (2015 - 2016)

UX/ VX Freelance Designer
Created wireframes, iconography, brand guidelines for website, mobile app, and mobile website. Created and maintained UI Kit and Styleguide.

Truman State University Career Center (2013 - 2014)

Lead Designer & Social Media Intern
Managed design team, designed graphics for campaigns and events, created and executed timelines, and managed social media.

(2011 - 2013)

Graphic Designer
Designed and distributed print and digital media to promote events.