

Andrea Vega

Product Designer

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Education

VCU Brandcenter

Masters in Business & Branding,
focus in Experience Design

Radford University

B.A. Advertising & Media Studies,
minor in Graphic Arts

University of London

Communications: Media &
Society

Skills

Spanish

UX / UI Design

Prototyping

Design Systems

AR / VR & NFT

User Testing

UX Ecosystems

Interaction Design

Strategy & Storytelling

Competitive Analysis

Concept Development

Visual Design & Branding

Information Architecture

UX Mentorship

Software

Figma

Webflow

Sketch

After Effects

Adobe XD

Keynote

Photoshop

Aero AR

Illustrator

Cinema 4D

Principle

Unity

Premiere

Html, CSS

Lightroom

Three.js

Experience

PenFed, Washington DC

Senior UX Designer Nov 2021 - Present

I lead the redesign of PenFed's home page and Auto Loan products across .org. Along with the creation of new product templates comprised of streamlined components. I am co-leading a large-scale AEM design system migration that will enhance efficiency and enable better collaboration between designers, engineers, and content authors.

UX Designer Nov 2019 - Nov 2021

I led designs for multiple PenFed Sweepstakes Campaigns, giving away over \$75k over the pandemic, generating \$1.8M+ new Auto Loans, 370+ new checking accounts, and 340k+ new emails. I was the lead designer for PenFed's new Washington Justice esports team partnership, creating designs for new credit card launches and gaming giveaways leading up to the big reveal.

DMI, Washington DC

UX Designer September 2017 - Oct 2019

I designed several AR campaigns to promote VAtom's new programmable and collectible NFT wallet app, comprised of experiential events like scavenger hunts throughout Miami and London. I redesigned the Hershey Park app and introduced a new wearable digital band feature.

I was the Lead UX Designer for MD THINK, a new data-management cloud-based platform that provides critical resources to Maryland's most vulnerable residents. I led focus groups, user testing, collaborated with business analysts, SME's and developers on design reviews, and led stakeholder meetings.

Wongdoody, Los Angeles

UX Designer / AD Intern May 2016 - Aug 2016

I concepted and designed interactive prototypes, ads, and mockups for new business pitches. I created a kid's play & learn digital board for Cedar Sinai Hospital displayed in the Westfield Mall, LA.

VCU Marketing, Richmond VA

Digital Developer Intern Feb 2016 - May 2016

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

GOOD PAC Co., Washington DC

Digital Web Designer May 2015 - Sept 2015

I designed Good PAC's logo and creative brand assets, copywrote content, photographed images, and built out front-end site on Wordpress.