

# Andrea Vollendorf

## Senior Product Designer

Senior Product Designer with 14+ years of experience in user-centered design, leading product launches and mentoring other designers. Dedicated to uncovering the purpose behind brands and enabling clients to create inspiring change. Skilled in user research, design strategy, experience optimization, and leading cross-functional teams.

### EXPERIENCE

#### Head of Experience

February 2022 - Present

Unfold.co, Remote

- Defined experience design strategy and led implementation and product delivery for clients ranging from start-up and not-for-profit to Global Fortune 500.
- Implemented EOS system to optimize communication across departments, and set company-wide strategic objectives, resulting in 25% increase in cross-departmental collaboration.
- Analyzed and improved the overall client to employee experience, resulting in an 80% increase in employee engagement. Mentored 5 department heads and 20+ junior designers.
- Coached teams in leveraging design processes to identify new business opportunities to improve client brand recognition, customer satisfaction and loyalty.

#### Senior Product Designer

February 2021 - February 2022

Unfold.co, Remote

- Directly managed and collaborated to drive account growth of 14+ client engagements and products including, \$72M in additional funding for Tebra, \$13M in additional funding for Ikigai, and \$5.1M in additional funding for Treecard.

#### Associate Creative Director

July 2019 - February 2021

Figmint, Providence, Rhode Island

- Directed a team of 10+ designers in the development of digital marketing campaigns for clients, including but not limited to website design, mobile/ app design, social media assets, print media, videography, and copywriting with 100% on-time delivery.
- Collaborated with 5 cross-functional teams, including account management, content strategy, and data analytics, to ensure successful campaign launches.
- Conceptualized and shaped the redesign of the company's brand system, resulting in increased brand recognition, customer loyalty and 50% increase in client return rate.

#### UX/UI Designer

April 2019 - July 2019

Figmint, Providence, Rhode Island

- Executed various design projects such as branding, web design and print design to a diverse range of clients.
- Facilitated an in-depth discovery process with clients to understand requirements and developed design solutions that aligned with business objectives.

### CONTACT

- Hampden, Maine ( Remote)
- andreapvollendorf@gmail.com
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- andreavollendorf.com

### SKILLS

#### Tools and Frameworks:

- Figma & Figjam
- Sketch
- Adobe CC
- Webflow
- Blender
- Notion
- Teamwork

#### Techniques:

- Strategic Design Thinking
- UI / Visual Design
- Interactive Prototyping
- Journey Mapping
- Persona Development
- User Interviews
- Information Architecture
- Wireframing
- User Experience Design (UED)
- Product Design
- Interaction Design

#### Speaking:

- Financial Literacy workshop for designers
- Branding Unfolded by Flow Party, YouTube Live Stream
- Land & Brand by Unfold, YouTube Live Stream
- Auto-Layout Mastery workshop
- Organized and led end of year remote events, two years in a row

### EDUCATION

#### Shift Nudge

Interface Design Systematic Processes

#### Process Masterclass

Design Thinking & Execution

UX/UI Designer

January 2019 - February 2021

Toptal, Remote

- Designed intuitive interfaces and conducted user research. Created wireframes, prototypes, and iterated on designs based on feedback. Ensured designs met brand and accessibility guidelines.

Freelance Designer

November 2008 - February 2021

Self Employed

- Designed websites, mobile apps, and marketing campaigns. Provided business consulting resulting in an average 25% increase in client revenue. Web development work through Webflow.

OTHER

- Auto-Layout Ribbons, Free Resource, Figma Community
- Pro-Bono design and consultation work for 1 Million Home, reuniting orphaned children with families
- Pro-Bono marketing and design work for Federal Hill House, serving low-income, immigrant, and limited English speaking families, Hack4Love
- Blue Hill Heritage Trust Member and Volunteer