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Andrea Vega
Product Designer

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
Web3
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

Freelance, Webflow Designer - Present
I create custom webflow templates for small businesses and provide optional strategy, branding, copywriting, and SEO guidance.

PenFed, Washington DC
Senior UX Designer Nov 2021 - Present
I created baseline templates with new streamlined components that enhance efficiency and enable better collaboration between designers, engineers, QA, and authors. I'm currently leading a redesign of both PenFed Auto Loan products and the home page. I also help manage our new Design System while overseeing an internal CMS migration to Adobe Experience Manager.

UX Designer Nov 2019 - Nov 2021
I designed several sweepstakes campaigns, generating over $2M in new auto loans, checking accounts, and new members. I also won an experiential design award for PenFed's 10K Dream Vacay Sweepstakes airport campaign. Led new esports team partnership with the Washington Justice, launching a new credit card and several gaming giveaway designs.

DMI, Washington DC
UX Designer September 2017 - Oct 2019
I designed multiple AR campaigns to promote VAtom's new NFT wallet app, including AR 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
Built Wordpress site, designed branding, photography and copywrote content.