

ANDREA JOHNSON

UX DESIGN | RESEARCH | STRATEGY

I want to use my limitless imagination, cross-functional talents and passion for technology in an environment that fosters creativity, embraces change and truly cares about making a positive impact in the world.

Expertise

- User Research
- Strategy
- Competitive Analysis
- User Stories
- Personas
- User Flows
- Interaction Design
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- Site Mapping
- Communications
- Project Management
- Marketing
- Web Development
- Video Production

Technical Skills

- Sketch
- InVision
- Keynote
- Google Apps
- HTML/CSS
- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- OmniGraffle
- OmniPlan
- Wordpress
- MS SharePoint
- Keynote
- Final Cut Pro

Contact

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Experience

Freelance UX / Product Designer

September 2017 - Present

- Help connect people with technology by working with stakeholders, developers and end users to create solutions that fulfill business and user needs.
- Specialities: product strategy, user research, heuristic evaluation, competitive analysis, information architecture, usability testing, prototyping, and UI design.

Chief Creative Officer | UX/Product Designer

March 2017 - Present

Jaywalk Mobile App – Denver, CO

- Conducted research for a mobile app to discover the optimal value proposition.
- Ideated and designed various iterations of the app using low-fidelity wireframes, medium-fidelity prototypes and high-fidelity mockups.
- Collaborated with stakeholders and engineers to integrate business and technical requirements into digital solutions.
- Developed four additional concept app ideas to gamify health and activity.

UX Design Immersive

February 2017 - April 2017

General Assembly – Denver, CO

A full-time immersive course centering on UX research, strategy and design processes.

- Studied and practiced agile and lean UX methodologies.
- Completed 5 UX projects for mobile apps and responsive websites.
- Worked in groups of 2-3 other UX designers to complete projects.
- Researched and developed experiences for apps and websites.

Technology Trainer

July 2011 - February 2017

Apple – Little Rock, AR/Broomfield, CO

- Facilitated training in individual, small group and public workshop settings.
- Participated in New Store Opening tech support and merchandising.
- Planned the team schedule for 30+ employees and 1,200 hours/week.
- Pioneered a hands-on Professional Development Training for employees.
- Supported weekly Visual Merchandising product placement and device imaging.
- Resolved customer software and hardware issues at the Genius Bar.
- Increased cross-functional collaboration by creating team building activities.

Project Coordinator and Visual Designer

April 2014 - October 2014

Apple Corporate Career Experience – Cupertino, CA

- Designed and developed a Project Management team communication and resource portal with custom navigation and web-page templates.
- Initiated a complete rebranding for the team including designing user-friendly document and email templates and a standard team Keynote deck.
- Coordinated equipment purchasing, shipping and installation for over 40 New Store Openings in 18 countries, while identifying areas of process improvement.
- Wrote and designed technical documentation for new in-store technology.

Competencies

- Creativity
- Intellectual Horsepower
- Organizing
- Problem Solving
- Learning on the Fly
- Action Oriented
- Process Management
- Dealing with Ambiguity
- Customer Focused
- Technical Troubleshooting

Communications Web Developer and Graphic Designer July 2009 - July 2011
Arkansas Department of Information Systems | DIS – Little Rock, AR

- Initiated the rebranding of all agency marketing materials.
- Created marketing materials, presentations, infographics and branding.
- Developed, maintained and updated all agency related websites.
- Reorganized and redesigned the DIS website and intranet in MS SharePoint.
- Initiated new activities and events for employees through an internal representative group resulting in increased job satisfaction and productivity.

Producer/Associate Producer and Production Technician June 2006 - July 2009
Arkansas Educational Television Network | AETN – Conway, AR

- Produced content for multiple projects as part of \$10M+ web portal providing professional development and classroom resources to teachers.
- Orchestrated the marketing and video production for an academic competition including rebranding, website redesign and a 6-hour live broadcast with a full production crew and over 200 students and teachers from across the state.
- Collaborated in the production of an online oral history project and full-length documentary production on Arkansas WWII veterans.

Freelance Producer, Graphic Designer, Web Developer June 2005 - Present
AJ Visuals

- Developed the design and content for the printed programs and graphics for major fundraising events. These events included leading national figures and raised \$100,000+ each, with up to 1,000 guests attending.
- Integrated a web site presence for charitable donations, announcements and engagement for nonprofit organizations.
- Established brand standard for businesses across online and print materials.

Producer/Associate Producer June 2005 - June 2006
Dempsey Film Group – Little Rock, AR

- Produced live video broadcasts for Dillard's Satellite Corporate Telecast.
- Assisted in the production of national television commercial video projects.
- Contributed to production, post-production, graphics and duplication.

Education

Vanderbilt University

Nashville, TN

Bachelor of Arts 2005, Cum Laude

Interdisciplinary Major: Visual Designs (combining Computer Science, Art, Film and Theatre courses)

Dale Carnegie Course

Fall 2010

Effective Communications & Human Relations/Skills For Success