

# ANDREW VETTER

## UX DESIGNER

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## EXPERIENCE

### Purdue Athletics / Creative Services Intern

August 2018 - December 2018 / West Lafayette

- Constructed motion graphics for a social network spanning over 160,000 followers
- Developed film components used for various promotional sports videos
- Amplified social engagement by creating content used across different mediums

### United Airlines / Design Intern

May 2018 - August 2018 / Chicago

- Designed and developed an email sign-up tool as well as marketing collateral that captures customer email addresses from over 300,000 monthly visitors
- Researched and identified problems through interviews building a more powerful web experience focused on the user's needs
- Provided 11 site design recommendations based on usability standards upon completion of a heuristic analysis

### Vizato Media / Visual Designer

August 2017 - December 2017 / Phoenix

- Consulted with clients to grasp a better understanding of their goals and outcomes
- Worked within brand guidelines to create layouts that reinforce the brand's style or voice through its visual touch-points
  - Developed in house branding elements such as proposal documents, marketing

### Purdue Research Foundation / Visual Design Intern

August 2015 - May 2017 / West Lafayette

- Designed a billboard viewed by over 7500 drivers per day
- Fostered a new brand strategy within the Research foundation while being connected to Purdue University
- Edited short films about various topics related to academia and entrepreneurship at Purdue University

## PROJECTS

### Student UX Design Project / United Airlines

August 2018 - December 2018 / West Lafayette

- Headed the design of a mobile application for United Cargo

### Student UX Design Project / Hewlett-Packard Enterprise

January 2018 - August 2018 / West Lafayette

- Overhauled the notification process for HPE's 3PAR system

## EDUCATION

### Purdue University / UX Design

August 2015 - August 2019 / West Lafayette

The UX degree program at Purdue University focuses on valuable skills such as: UX design, programming, visual design, user experience, marketing and branding.

## EXTRACURRICULARS

### Boiler Gold Rush / Team Supervisor

### Purdue UXD Club / Co-Founder

### Purdue Polytechnic / Ambassador

### Techie REPs / Recruiter

## SKILLS

### Research

Interviews, Usability Testing, Competitive Analysis, Surveying, Heuristic Evaluation, Website Analytics, Storyboarding, Affinity Diagraming, Personas

### Design

Sketching, Wireframes, Low to High Fidelity Mockups, Stakeholder Presentations, Infographics, Style Guides, Brand Identities

### Prototyping

Paper, Invision Studio, Sketch, Figma, Adobe XD, HTML/CSS, Keynote, Adobe After Effects

## REFERENCES

### Jean Piwowarczyk / United Airlines

Sr. Manager Cargo Marketing and eCommerce

### Nancy Rasche / Purdue University

Assistant Professor of Practice

### Maurice Williams / Clemson University

Higher Education Administrator