

Andrew Vetter

UX Designer

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Experience

Barstool Sports / Social Media Marketing Intern

August 2017 - Present / West Lafayette

- Grew Instagram followers by 505.59% and 78.54% on Twitter
- Maintained and improved social media accounts with over 3,000,000 impressions a month
- Collaborated with different guests for on campus events connected to the Barstool brand

Purdue Athletics / Creative Services Intern

August 2018 - December 2018 / West Lafayette

- Built motion graphics for a social network with over 160,000 followers
- Developed film components to be used for promotional films for various sports
- Boosted 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 to capture customer email addresses from 300,000+ monthly visitors
- Researched and identified problems through interviews to build 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 understand their goals and outcomes
- Worked within brand guidelines to create layouts that reinforce the brand's style or voice through its visual touchpoints
- Developed in house branding elements such as proposal documents, marketing slide decks, and social media content

Projects

Student UX Design Project / United Airlines

August 2018 - Present / West Lafayette

- Headed the design of a mobile application for United Cargo

Student UX Design Project / Hewlett-Packard Enterprise

January 2018 - May 2018 / West Lafayette

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

Education

Purdue University / UX Design

Aug 2015 - Aug 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 Polytechnic / Ambassador

Purdue UXD Club / Co-Founder

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