ANDREW VETTER
UX DESIGNER

www.ajve.me
ajvetter@me.com
224.828.0452

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.

EXTRACURICULARS

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