

# Andrew Vetter

## UX Designer

andrewjvetter.com  
ajvetter@me.com  
224.828.0452

## Experience

### **Purdue Athletics / Creative Services Intern**

August 2018 - Present / West Lafayette

- Built motion graphics for a social network with over 160,000 followers
- Developed film components to be used in promotional films for various sports
- Boosted social engagement by creating content used across different mediums

### **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

### **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 - May 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

### **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