

ANDREA BAKER

UX DESIGNER AND RESEARCHER

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WORK EXPERIENCE

MOBILE UX AND PRODUCT DESIGNER

KROGER | JUN 2018 - PRESENT

- Facilitate agile design sprints
- Create interactions for checkout in the Kroger mobile app
- Design and perform user interviews and usability tests
- Create and present usability test reports
- Work with other product teams to help create an ADA compliant app
- User research includes competitive analysis, user interviews, card sorting, surveying, A/B testing, and clickstream analysis
- Create personas and user journeys based on user research

UX/UI DESIGNER

FREELANCE | JUN 2016 - PRESENT

- Consult with startups and non-profits on very beginning stages of user research and overall user workflow for their ideas

UX DESIGNER

CORDATA | FEB 2016 - JUN 2018

- Worked alongside stakeholders to do a complete redesign
- Implemented mocks with other front-end designers
- User research included competitive analysis, user interviews, in field studies, quantitative data analysis, focus groups, and A/B testing
- Helped customer service with user issues and gather data based on their calls
- Created personas and user journeys based on user research

FRONT-END DESIGNER

TOP GUN SALES PERFORMANCE | SEP 2016 - FEB 2016

- Reviewed sketches and UI with stakeholders
- Created interactive prototypes and wireframes for development
- Created a style guide as well as reusable UI components
- Implemented mocks with other front-end designers

DESIGNER AND FRONT-END DEVELOPER

K & R SOFTWARE | SEP 2015 - SEP 2016

- Consulted with clients on user workflow, site design, page layout, and tool implementation
- Worked alongside back-end developers to code a front-end experience for several web-based apps

SKILLS

UX METHODS

Journey Mapping
Wireframing/mockups
Prototyping
Storyboarding
Persona Creation
Usability Testing
User Interviews

TOOLS

Sketch
Invision
Illustrator
CSS/HTML

LANGUAGES

English: Mother tongue
Learning: French

EDUCAITON

Art Academy of Cincinnati - BFA
2011