

# ANDREA BAKER

## UX/UI DESIGNER

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### WORK EXPERIENCE

#### UX/UI DESIGNER

KROGER | JUN 2018 - PRESENT

- Facilitate agile design sprints for web and native checkout experiences
- Create all sketches, wireframes and mocks to communicate user flows and interactions to engineers and business
- Work with other product teams to help create an ADA compliant app
- User research includes competitive analysis, user interviews, usability testing, card sorting, surveying, A/B testing, and quantitative clickstream analysis
- Lead team in creating company guidelines for micro and illustrative animations

#### UX/UI DESIGNER

FREELANCE | JUN 2016 - PRESENT

- Work closely with startups and non-profits from conception to early implementation on user flows and user interface

#### UX/UI DESIGNER

CORDATA | FEB 2016 - JUN 2018

- Worked alongside stakeholders and a team of health care providers to do a complete redesign
- Implemented mocks using Hamlet and SCSS
- 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

#### FRONT-END DESIGNER

TOP GUN SALES PERFORMANCE | SEP 2016 - FEB 2016

- Reviewed sketches and UI with stakeholders
- Created interactive prototypes and final mocks for development
- Created a style guide with 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

### UX METHODS

Journey Mapping  
Wireframing  
Prototyping  
Storyboarding  
Persona Creation  
Usability Testing  
User Interviews  
Surveying

### TOOLS

Sketch  
Invision  
Illustrator  
CSS/HTML

### LANGUAGES

Native tongue: English  
Learning: French

### EDUCATION

Art Academy of Cincinnati  
BFA 2011