

ANDRES SAAVEDRA

VISUAL DESIGNER

WORK EXPERIENCE

Freelance / Digital Producer + Designer 2019 - Present

Services: Visual and Brand Design, Web Development, Content Strategy, and Project Management.

Digital Producer: Walmart Labs and Robinhood Financial - Day-to-day smooth operation of all things content. Managed designers and copywriters supporting 20+ simultaneous web and email projects. Provided expert advice on web design, style and editorial guidelines, and email best practices. Design Clients: Logo design and branding, wireframes, visual mockups, UI elements, and photo edits.

Wells Fargo / Content Producer 2016 - 2019

Consulted with Marketing, Product, and Content teams to bring parity between English and Spanish site architectures; managed linguistics team to translate, test, and publish 600+ public site pages. Built and published web pages, updated multimedia content across wells Fargo.com, and gathered feedback from content authors about pain points which helped the product management team fast-track improved workflow tools.

Prosper Marketplace / Content Producer 2015 - 2016

Developed and published web pages and maintained the Prosper Marketing WordPress blog. Supported the UX design team with wireframes, A/B testing, and created UI elements, like icons, adhering to new style standards fonts, colors and images. Spearheaded multimedia marketing project by producing photo, video, and motion content for a major re-brand campaign.

Accenture / Content Analyst 2014 - 2015

Prioritized and assigned user stories to content testers through final sprints of the chase.com re-launch initiative. Assisted web developers with UI defects and implementation of automated testing tools which reduced defects by 90%. Delivered reports to upper management about project status on a weekly basis and documented testing strategies for future releases.

Hill + Knowlton / Content Strategist 2013 - 2014

Provided clients with digital assessments and identified key opportunities for more effective branding strategies. Interpreted online metrics of digital campaigns to ensure optimal experience for end users. Deployed email campaigns using Mailchimp, updated and maintained various sites using Bootstrap, coding in HTML and CSS, and WordPress. Created web banners and social media posts for client campaigns across digital channels.

EDUCATION

George Mason University / B.A. Communication - Media Production 2008 - 2012, Washington d.c.

CONTACT

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SKILLS

UI Design
Web Design
Branding
Photo Retouch
Motion Design
Information Architecture

TOOLS

Figma
Sketch
Illustrator
After Effects
Photoshop
Principle
HTML/CSS/JS