

# Andrew Doherty

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## ***Freelance, Web Designer / UX Consultant – June 2013 - Present***

For the past two years I have been making websites and designing things. I have done a lot of technology and UX consulting, customized personal blogs, made a small business website, a wedding website, multiple redesigns of my personal website, helped a startup with their first app design concept, designed my own app and am learning Swift and Xcode to build it.

## ***L. Knife & Sons, Consultant – September 2013 - March 2014***

Consulted during the application process for the rights to distribute Yuengling in Massachusetts. Performed market research, created sales projections, helped design and create the presentation and prepared the executive team for the interview process. After being awarded the distribution rights, I helped plan, create, and execute the pre-launch sales strategy that opened about 800 new accounts.

## ***Craft Brewers Guild, Analyst – March 2014 - Present***

After Yuengling was launched, I was hired as an analyst by L. Knife's metro-Boston area distributor. I helped clean up their database, improved some internal processes, helped with brand acquisitions, maintained the sales team's intranet site, and provided technical support.

## ***With a View – June 2011 - December 2013***

Started a company with my mother making hand-painted, customized maps. I set up online payments using PayPal and Square, created social media profiles, and organized some of the marketing and product creation processes. I also experimented with different ways to create products to make them easier to produce without compromising their "handmade" feel.

## ***State Street Corporation, Client Operations – March 2010 - June 2013***

Spent over three years in several positions from daily accounting, to income review and corporate action processing. The majority of my time was spent in a Client Operations group serving as the main point of contact for all client inquiries. Performed weekly/monthly reporting, facilitated all mutual fund activity (openings, closures, monthly reconciliation), and maintained internal and client relationships.

### **EDUCATION**

Holy Cross, 2009

Bachelor of Arts, Economics

General Assembly, 2013-14

Front-End Web Development

User Experience Design

### **SKILLS**

**Design:** Sketch, Photoshop, mobile, wireframing, logos/icons

**Development:** HTML, CSS, JavaScript, jQuery, GitHub

**Data:** excel, visualizations, SQL

### **DESIGN**

"Good design is getting the user from point A to point B, exactly the way they want, without them knowing you asked."