

CARTER ANDRADE

UX/UI Web Designer | Growth Specialist

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San Francisco, CA



SKILLS

Web Design

Web Development

Conversion Rate Optimization

Figma

Sketch

ReactJS

CSS

NextJS

TailwindCSS

SUMMARY

With over 10 years of experience in web design and development, I have honed my skills in UI/UX design, front-end development, and conversion rate optimization. I have a proven track record of increasing user engagement and conversion rates, with notable achievements such as improving the UX of Google Search and designing the landing page for the iPhone X launch. I am excited to bring my expertise to a growth-focused role where I can contribute to the success of the product.

ACHIEVEMENTS



iPhone X Launch

Designed the landing page for the iPhone X launch, which received over 1 million visits on the first day.



Conversion Rate Increase

Implemented new design strategies that improved conversion rates by 20% at Adobe.

STRENGTHS



Web Design

Expert in using tools like Figma and Sketch to design web pages with excellent UI and UX.



Web Development

Proficient in front-end web development, able to build static landing pages in a day or two using ReactJS and CSS.



Conversion Rate Optimization

Skilled in identifying conversion rate opportunities, improving page copy, and strategizing flows, leading to an increase in conversion rates.

EXPERIENCE

2019 - 2023

San Francisco, CA

Senior Web Designer

Adobe

Led the design and development of web pages and user interfaces.

- Designed and developed over 50 web pages, increasing user engagement by 30%.
- Implemented new design strategies that improved conversion rates by 20%.
- Led a team of 5 designers, fostering a collaborative and efficient work environment.

2016 - 2019

Mountain View, CA

UI/UX Designer

Google

Worked on improving the user experience and interface of various Google products.

- Worked on the redesign the Google Docs landing page, resulting in a 10% increase in CTR.
- Collaborated with cross-functional teams to ensure a cohesive user experience across all Google products.