

Andrew “Drew” Long

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SUMMARY

UX strategist and mid-life career changer with strong analytical thinking, communication skills and creativity. Adventure seeker with language skills and a global perspective.

SKILLS AND TOOLS

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|------------------------|----------------------------|-----------------------|-----------------------|
| • User Research | • Information Architecture | • Usability Testing | • Adobe XD |
| • Competitive Analysis | • Interaction Design | • Responsive Design | • Figma, Balsamiq |
| • Qualitative Research | • Wireframing | • Presentation Skills | • Bilingual (Spanish) |

EDUCATION

Career Foundry

Certificate in UX Design/UI Specialization

Mar 2021

Berlin, Germany

- Intensive project-based training program online for UX Designers, specializing in UX process and methodology and visual design fundamentals, with over 600 hours of coursework
- PROJECT 1: “Lexical – a mobile app for learning specialized language and terminology” – Executed the initial stages of product design, including competitor analysis, user research, information architecture, wireframing, prototyping and usability testing
- PROJECT 2: “Fotonovelas for Health Literacy – a bilingual mobile website for health education” – Created bilingual, accessibility-driven mobile app, overseeing project lifecycle, beginning with design thinking, understanding the user, foundational design, usability testing, and refinement through completion of final product
- PROJECT 3: “University of Florida mobile website redesign – improving academic program search” - Redesigned a university website's mobile UI to integrate an ecommerce-style search-and-filter functionality for academic program search, executing competitive and heuristic analyses, user flows, wireframing, prototyping and mock-ups

University of Florida

Master of Arts in Spanish (Linguistics); Certificate of Second Language Acquisition and Teaching

May 2013

Gainesville, Florida

- Co-wrote and published three academic articles in scholarly publications

University of Memphis

Bachelor of Science in Civil Engineering

May 2011

Memphis, Tennessee

Northwestern University

Bachelor of Science in Speech (Theater)

June 2002

Evanston, Illinois

EXPERIENCE

University of Florida, College of Education

Research Coordinator

Aug 2017 – Present

Gainesville, Florida

- Planned and co-administered qualitative data collection with over 70 participants on longitudinal research study of teacher practice on \$3-million grant project funded by US Department of Education
- Conducted qualitative analysis of 20 students' online course participation and assignments over six graduate-level courses

Duval County Public Schools (FL), Spring Branch ISD (TX)

Classroom teacher, bilingual

Aug 2013 – June 2017

Jacksonville, Florida/Houston, Texas

- Designed interactive and engaging content, exercises and materials as dual language teacher for over 200 bilingual students in three large, low-income urban schools
- Recognized as a "Highly Effective Teacher" by Duval County for outstanding student learning outcomes
- Selected as one of 7,980 out of 57,000 applicants by Teach for America national service corps to teach in under-resourced communities

University of Florida

International Lead Field Researcher

Feb 2011 – June 2014

Cali, Colombia

- Conducted and managed longitudinal quantitative research study of child language acquisition in Colombia with over 50 participants over three years