

# Andy C Avellan

PURPOSE-DRIVEN DIGITAL DESIGNER

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## COMPETENCIES

- HTML/CSS Editing
- Prototyping
- Brochure Websites
- Ecommerce
- Software as a Service
- UX/UI
- Project Management
- Customer Support
- Website Strategy
- Email Marketing

## TOOLKIT

- Adobe Creative Suite
- Google Analytics
- Hubspot
- WordPress
- WooCommerce
- Shopify
- Elementor
- Unbounce
- Google Analytics
- Facebook Manager
- Google Adwords
- Figma/Invision

## LANGUAGES

English  
Spanish

## EDUCATION

Art Institute  
New York, NY  
Associate of Science  
Graphic Design  
2004-2006

Broward College  
Davie, FL  
Certificate  
Business Operations,  
Business Specialist  
2012-2014

## WORK HISTORY

### Onboarding Specialist

3dcart — August 2019-Present

- **Making UX suggestions based on user feedback to improve the software**
- Guide prospective clients through the software through chat or phone
- Created pre-written chat scripts to answer lead's questions quickly

### Freelance Designer

ANDYCMACED — September 2016-Present

- **Guide the development and management of websites and SaaS apps**
- Created design assets for Facebook and Google ads
- Designed landing pages used Unbounce for various PPC campaigns
- Created requirement documents, wireframes, userflows, personas, prototypes

### Digital Designer

ComplyRight, Inc. — July 2014-August 2016

- **Created wireframes, prototypes, and interfaces based on user research**
- Redesigned of efile4biz.com increased conversions by 49.60%
- Supported A/B testing efforts by designing variations
- Introduced an email development method to cut production time in half

### Graphic Designer

YMCA of South Florida — Sept 2013 -July 2014

- **Create landing pages for campaigns using HTML/CSS**
- Design print materials including presentations, ads, newsletters and signage
- Manage, design, deploy email marketing campaigns via constant contact

### Graphic Designer & Community Manager

Atakama Labs — Nov 2010-Oct 2011

- **40% Increase in the use of lfeatures by promoting on loading screen**
- Created in game assets such as banners, icons, and promotional graphics
- Ran the official forums for Atakama Labs' games, as well as social media
- Create and track online ad campaigns with Google Analytics

### User Interface Designer

Microsoft [contract via Compucom] — March 2010- June 2010

- **Designed iconography used in the Xbox 360 dashboard**
- Part of the team that launched the new Xbox 360 and Kinect interface
- Created screens for Kinect onboarding along with redlining for developers
- Designed various iterations of the dashboard to be animated for user testing