

# ANDREA RENO

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WEB DESIGNER/DEVELOPER

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Denver, CO



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www.behance.net/areno

I am passionate about visual communication and human-computer interactions, advocating for a user-centered design. I strive to create innovative digital products focused on solving real human needs. I possess a diverse background in marketing, graphic and front-end web development with a deep interest in digital experiences, rapid prototyping and agile methodology.

## SKILLS

- UX Design/UI Design
- InVision
- Agile Development
- Wireframing
- Shopify Platform
- HTML Email Marketing
- Sketch
- Adobe Creative Suite
- Bootstrap
- HTML, CSS, JS
- Photo Editing

## WORK EXPERIENCE

### UX / WEB DESIGNER / OWNER

*J+O Designs, Denver CO | 2007-Present*

- Develop custom themes and customize existing themes to client's needs for Shopify and WordPress clients using html/css and javascript  
 Current clients: <https://hairxt.com>, <https://alencorp.com>,  
<https://leveluprn.com>, <https://www.gritandgraceboutique.com>
- Work in the Shopify and WordPress product to customize each client's instance
- Designing brand identities, print materials + websites for small businesses

### LEAD WEB DESIGNER / TECHNICAL OPERATIONS

*Alen Corp, Austin TX | 2011-2019*

- Re-platformed and re-designed 3 large e-commerce sites to Shopify Plus platform.
- Redesigned the air purifiers filter pages on alencorp.com using a user centered and mobile first approach. This radical redesign helped to streamline the process of getting a replacement filter by making it more user friendly and visually compelling. Using a responsive framework based in Bootstrap allowed to decrease costs by reusing template pages and provided a robust scalability when new products are added. Redesigning this page meant an increase of revenue by 31%.
- Designed and implemented in Shopify a filter selectivity pop up screen that allows user have more information about any specific filter and select it in that context. The addition of this module to the product page improved the conversion rates in filters and filter bundles by 23%.

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## EDUCATION

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### East Texas Baptist University

*Elementary Education*

2001-2004

### Austin Community College

*Visual Communication*

2011

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## WORK EXPERIENCE

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- Created a User Experience documentation with Personas and a comprehensive Heuristic Evaluation to be used by designers and developers alike and help them keep focused on user goals. This represented a substantial improvement in the design and development process.
- Designed wireframes, interactive prototypes and visual design of the 'Why Design Matters' Landing Page on alencorp.com. This page helped to increase the revenue by providing an interactive and visually compelling experience about customizing air purifiers based on specific interior design styles.
- Continually improved efficiency with adoption of better workflow tools and automated messaging across tools like Slack, Github and Asana.
- Championed move to agile development process
- Maintained standards and documentation
- Spearheaded monthly skillshare sessions

### GRAPHIC / WEB DESIGNER

*Hill Country Bible Church, Austin TX | 2009-2011*

- Responsible for designing multiple internal clients'/departments collateral materials, multimedia design and digital photo retouching.

### WEB DESIGNER / FRONT END DEVELOPER

*PGC Creative, Austin TX | 2008-2009*

- Designed wireframes and interactive prototypes for small community banks and credit unions, small local businesses and small to medium size city governments
- Designed high-impact, user-centered pages aligned with client's brand and value proposition.
- Designed billboards, brochures, magazine ads and other marketing collateral for client base
- Designed and coded HTML email campaigns for both clients and internal users
- Participated in the design of booths for Trade Fairs and Conventions which increased clients' brands awareness and exposure.