# ANDREA RENO

UX/UI WEB DESIGNER & FRONT END DEVELOPER

## CAREER OVERVIEW

I am a results-focused senior user experience professional with strengths in UI, UX, process optimization, problem solving and big picture thinking. I strive to bring order from chaos and make systems that are beautiful inside and out.

I am a proactive leader with strengths in communication, skill building and collaboration. I have been recognized for inspiring design and development teams and contributing to team success through strong work ethics and excellent service to customer and business lanes within the organizations I have worked for.

I am skilled in managing concurrent objectives and multiple high profile projects all while promoting efficiencies and influencing positive outcomes. I am proficient in leveraging my knowledge of web design and product ownership to promote digital strategy.

## CONTACT INFO

**Location:** Denver, CO
**Email:** andrea@brightlightdesigns.com
**Portfolio:** http://brightlightdesigns.com
**LinkedIn:** linkedin.com/in/andreareno/

## QUALIFICATIONS

- Wireframes and interactive prototyping
- Shopify Plus, Sitecore, Wordpress & other CMS Frameworks
- Sketch, InVision, Balsalmiq, Photoshop, Illustrator, XD, JIRA, Dreamweaver, Github, Confluence
- Web Design, HTML5, CSS3, SASS, Javascript
- VP & C-Suite communication
- Team communications, project planning & process improvement
- Strong collaboration and problem solving skills
- Team leadership, team and stakeholder management
- Mobile & responsive development
- Hotjar, Google Optimize, Userlytics, Optimizely

## WORK EXPERIENCE

### SENIOR FRONT-END DEVELOPER

**DaVita Kidney Care | Dec 2019 - present**

**Projects**
- Lead UX/UI designer and front end developer for the re-design and data migration of the diet and nutrition section on davita.com
- Lead UX/UI designer and front end developer for the brand new recipe database that was migrated from a 3rd party platform to our own database and CMS
- Lead UX/UI designer and front end developer for brand positioning project, Why Choose DaVita landing page
- Lead UX/UI designer and front end developer of localized landing pages for multi-million dollar digital and billboard ad campaigns
- Lead UX/UI teammate on website optimization and testing team
- Co-creator of a comprehensive design system for davita.com and our other supported web properties including foundational elements, components, code snippets, design guidelines, etc.

**Process**
- Manage the design and development product team in partnership with a product manager and scrum master
- Cross-train product owners and project manager teammates on how to make basic content updates in our CMS to allow front end designers and developers more time to create and code
- Created a Confluence database of coding tutorials, process and CMS documentation for new, existing and guest teammates to access
- Frequently lead internal team and stakeholder reviews along the design and development project process
- Created a complete UI kit in Adobe XD to streamline the wireframe process in our current workflow which decreased the time to develop by over 75%
- Frequent collaborator with back end developers due to my extensive coding knowledge and ability to speak to both sides of the development process
- Facilitated the move to be more collaborative across various design teams at DaVita to ensure brand compliance across all mediums instead of being so siloed in our work

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## DEVELOPER / DESIGNER / OWNER

### Bright Light Designs, Denver CO | 2007-Present

- Freelance designer providing design/dev services to a variety of businesses and organizations, large and small.
- Provide a range of development, design and consulting services via a design collaborative I am a member of

## FRONT-END DEVELOPER, TEAM LEAD

### Alen Corp, Austin TX | 2011-2019

**Projects**

- Development Team Lead for the full migration of our three large e-commerce sites from Volusion CMS to the Shopify Plus platform
- Lead designer and developer for the redesign of the air purifiers filter pages on alencorp.com which resulted in an increase of revenue conversions by 31%
- Lead UX/UI designer implementing a filter selectivity pop up screen, in partnership customizing Bold Commerce's existing app for Shopify, on our air purifier product pages that allows users to bundle the correct filter with their air purifier at time of purchase without taking them away from the purchase page. This pop-up allows them to select the filter they want and add to cart from the pop-up itself, decreasing friction and improving conversion rates by 23%
- Managed development and design teams consisting of in-house design staff as well as two Shopify Plus Partner agencies that were on retainer to provide app and backend development support

**Process**

- Agile scrum trained, championed the move to agile development process working closely with developers in agile sprints
- Designed wireframes, interactive prototypes and visual design
- Continually improved efficiency with adoption of better team collaboration tools like Slack, Github and JIRA.
- Spearheaded monthly skill share sessions amongst the full marketing team

*more experience available upon request*

## EDUCATION

### EAST TEXAS BAPTIST UNIVERSITY

**Elementary Education**

Dean's List with Honors
Founding member of Delta Pi Theta

### AUSTIN COMMUNITY COLLEGE

**Visual Communication, Print & Web**