

Andrea Estwick

UX PROFESSIONAL

SUMMARY




Hi there! My name is Andrea Estwick and I take great pride in helping new and established businesses optimize their users' experience. As a business owner myself, I have knowledge with budgeting, managing a team, and delivering qualitative results. This, combined with my background in research and diverse portfolio, allows me to help a wide range of clients meet their business and creative goals.

EDUCATION


 Visual Communication: UXUI
Austin Community College
January 2021–Present

 Natural Sciences: Biochem Research
University of Texas Austin
January 2017–December 2018

CONTACT

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 Austin, Texas, United States

WORK EXPERIENCE



House of Dogs ATX

Owner and Operator
September 2016–September 2022

- Established a dog boarding and daycare service with a client list of over 100, working with an average of 5 clients per day
- Steadily increase profits by a minimum of 50% each year, the largest increase (280%) seen after pivoting business model in 2020 in response to the COVID-19 pandemic
- Responsible for establishing brand identity through social media content, branding elements such as style guides, and website creation



Bar Ties ATX

Chief Technology Officer and Design Lead
July 2019–September 2022

- Created brand guidelines for digital and physical elements in order to bolster brand identity
- Network and collaborate with local vendors, such as *Mint Event Design*, in order to expand clientele and cater better to client needs
- Conduct competitive analyses in order to strategize business trajectory
- Establish brand templates, such as invoices and inventory sheets, to better serve both clients and employees
- Negotiate contracts with clients directly, often resulting in increased revenue

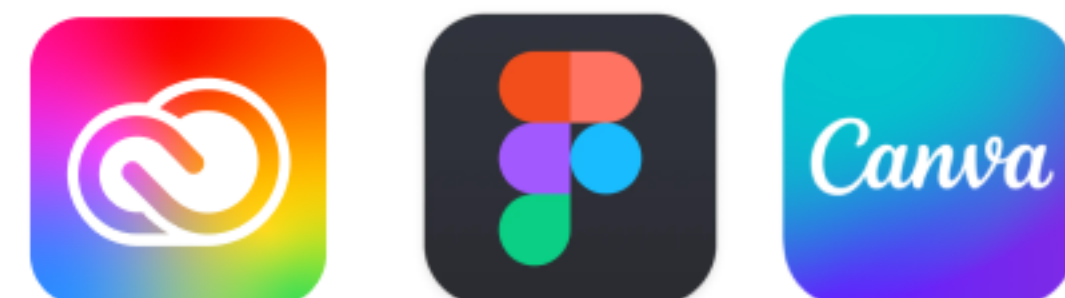


Shannon Sionna

Media Manager
September 2021–Present

- Follow pre-established brand guidelines to create brand collateral, such as advertisements, flyers, album art, and website graphics
- Collaborate with client, stylists, and videographers in order to plan and create visual solutions for music campaigns
- Design, proof, edit, and present both written and visual deliverables for client to present to sponsors in order to gain funding

SKILLS



Technical: Adobe Creative Suite (*with proficiency in* Photoshop, Lightroom, & Indesign), Figma, Canva

Practical: Project Management, Branding, Data Visualization, Research, Prototyping and Wireframing, User Flows, Visual Design, Public Speaking, Visual Communication

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[Portfolio](#)