Andrea Rivera

andrearivera.net

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(904) 687-1242

SKILLS

Design & Research
UX Design • Research and Analysis • Visual Design • Wireframing • Prototyping • User Testing

Tools & Software
Figma • Visual Studio Code • Atom • Microsoft Office • Adobe Creative Suite

Development
HTML5 • CSS • JavaScript • Bootstrap • Wix • Squarespace • WordPress

Languages
English	Fluent
Spanish	Fluent
French	Proficient

EDUCATION

University of Florida
B.S. in Advertising

Minor: French and Francophone Studies

May 2024 | GPA 3.96

Google UX Design Certification
Completed October 2024

EXPERIENCE

Web Specialist
October 2023 – Present
University of Florida

- Implemented advanced SEO strategies that resulted in a 124% increase in website traffic.
- Researched and identified a bug in a third-party tool and engaged with an overseas developer to resolve the issue.
- Collaborated closely with partner universities to ensure effective communication and met website needs.
- Performed routine checks to identify and resolve any technical issues affecting website performance.

Web Designer
May 2023 – August 2023
Your Organizing Studio

- Redesigned client website using Squarespace and custom CSS to align with updated brand identity and improve user experience.
- Collaborated closely with client to capture their vision, goals, and design preferences, resulting in a modernized website.
- Provided client training on website management to promote independent operation.

Web Designer
January 2023 – April 2024
advnt

- Designed and created a website showcasing creative student work on campus.
- Developed engaging pages and interactive content using Wix platform
- Collaborated effectively with various departments to ensure website alignment with brand guidelines.

UX/UI Designer
September 2022 – April 2023
Elevate Agency

- Engaged with clients to grasp business objectives and website requirements, serving as a translator to facilitate effective communication.
- Crafted wireframes to enhance website flow and navigation structure.
- Optimized site content to enhance readability and visual appeal.