


# Andrea Rivera

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## SKILLS

### Design & Research

UX Design • UI Design • User Research • Wireframing • Prototyping • Usability Testing • Information Architecture

### Tools & Software

Figma • Atom • Adobe Creative Suite • Miro • Wix • Squarespace • WordPress

### Development

HTML5 • CSS • JavaScript • Bootstrap

### Languages

English	Fluent
Spanish	Fluent
French	Proficient

## EDUCATION

### University of Florida

*B.S. in Advertising*

May 2024 | GPA 3.96

Relevant Courses: UX Design, Human-Centered Design, Front & Back-end Development

### Google UX Design Certification

Completed 2024

## EXPERIENCE

### UX Designer/UI Developer

University of Florida

Part-time

October 2023 – Present

- Led UX design strategy for university's website, ensuring a seamless, user-centered experience.
- Conducted user research, wireframing, and prototyping, translating insights into intuitive web designs.
- Increased website traffic by 124% and improved search rankings through advanced SEO strategies.
- Resolved critical third-party tool bug by collaborating with an overseas developer to implement fix.
- Created user flows, enhanced accessibility, and optimized interactive elements to boost engagement.
- Enhanced user satisfaction and retention by identifying key pain points through usability testing and audits.

### UX Designer/UI Developer

Your Organizing Studio

Contract

May 2023 – August 2023

- Improved navigation and engagement by redesigning a client's website using UX research, usability testing, and information architecture.
- Refined site structure using user research to resolve key pain points.
- Ensured accessibility and consistency across all devices by designing responsive, user-friendly layouts.
- Maintained a user-centered design approach while updating branding using Squarespace and custom CSS.
- Ensured long-term usability by providing training materials and guiding the client through website management.

### UX Designer/Web Specialist

Advnt

Internship

January 2023 – April 2024

- Designed a user-friendly website to showcase creative student projects by designing wireframes and prototypes.
- Translated designs into a functional site, implementing layouts, interactions, and user flows on Wix.
- Optimized user experience and brand consistency by collaborating across departments.

### UX Designer

Elevate Agency

Internship

September 2022 – April 2023

- Conducted client research to understand business goals and translate them into user-centered web solutions.
- Designed wireframes and interactive prototypes to improve usability and site structure.
- Strengthened readability, accessibility, and visual appeal by refining site architecture.