

# ANDREA VOLLF,

NCIDQ, LEED AP, MS-UXD

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## SKILLS

- Multi-industry experience.
- Ability to think strategically and analytically.
- Outstanding attention to detail and accuracy.
- Positive attitude towards life.
- Great customer service skills with proven track record of building and maintaining effective working relationships.
- Strong presentation skills.
- Marketing, B2B, and B2C experiences.
- Ability to multi-task in a team oriented environment while paying close attention to detail.
- Project management experience.
- Ability to manage small and mid-sized teams.
- Experience setting realistic goals and KPIs.
- Professional background including both agency and corporate environments.
- Fluency in English and Portuguese. Basic knowledge of French, Spanish, and Italian.
- Experienced developing creative concepts and artwork for both print and digital channels.

## PROFILE

**Experienced UX Design Professional with over 15 years of experience in the marketing and design industries,** I have created and developed concepts for magazines, newspapers, brochures, websites, digital presentations, trade shows, and direct mail. Well versed in UX design, presentation design, packaging design, color and image correction, I have designed and organized over 20 trade shows & events between US and Brazil. Extremely organized and detail orientated, a team player, with both ad agency and corporate experiences, I'm experienced managing others, creating budgets, negotiating contracts, and developing strategic planning for B2B and B2C clients.

## PROFESSIONAL EXPERIENCE

### **Discover Financial Services, Riverwoods, IL**

#### **Lead Communications Strategy & Events Specialist, UX/UI (10/22 – Present)**

- Lead the design, development, and implementation of DNA's communication materials (branding, presentation decks, training materials, infographics)
- Lead the UX development and implementation of our internal SharePoint sites, working closely with multiple product owners and stakeholders.
- Developed and Implemented peer mentorship on DE&I topics
- Provided peers with coaching, support, and constructive feedback on graphics and UX design best practices and digital accessibility.

#### **Lead Data Governance, UX/UI (11/20 – 09/22)**

- Lead the design, development, implementation and evolution of training materials for enterprise data management and governance program
- Develop and implement training program to support data management capabilities and framework
- Lead the UX development and implementation of Risk management's internal SharePoint site, working closely with multiple product owners.
- Build productive working relationships with the federated data governance groups within the company providing tools, capabilities and frameworks to evolve the maturity of those federated groups

#### **Creative Project Manager UX/UI (12/19 – 10/20)**

- Led the UX development part of department's single pane of glass for data products
- Worked closely with application development teams, data stewards, SME's and other IT members to provide design expertise and support to different EDMO initiatives.
- Worked closely with Senior Managers and key stakeholders to develop and implement department's style guide, presentation process, and design templates.
- Supported key stakeholders by developing custom-tailored presentations, including training material development

### **Principal Financial Group – USIS Marketing, Des Moines, IA**

#### **UX Design Internship (05/20 – 08/20)**

- Worked closely with Senior UX Lead and UX designers to create UX prototypes for new online enrollment tool as well to improve the UX design of current ones.
- Partnered other UX professionals to create a UX research script. Participated on UX research sessions and led a UX research interview with SME.

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## TECHNOLOGY

- Advanced to expert knowledge of industry standard apps (MS Office Suite, Adobe CS, Keynote, Pages, Numbers).
- Photoshop, Illustrator, and InDesign user since its first release.
- Equally comfortable using Windows and Mac operating systems.

## EDUCATION and LICENSING

- Master of Science – User Experience Design; Kent State University, Ohio
- Bachelor of Science – Advertising and Marketing; ESPM – Sao Paulo, Brazil.
- Bachelor of Fine Arts – Interior Design  
The Illinois Institute of Art
- Associate of Applied Science – Graphic Design  
The Art Institute of Fort Lauderdale
- LEED AP ID+C since 2008.

### **Wells Fargo – Institutional Retirement & Trust, Menomonee Falls, WI** **Presentation Specialist, UX/UI (06/17 – 10/19)**

- Worked closely with Product Positioning VP to develop and implement department's style guide, presentation process, and design templates. Assisted setting up the department's foundation for future team members.
- Created a "how to" series of tutorials to support internal and external clients.
- Supported key stakeholders by developing custom-tailored presentations. Coached new hires during on-boarding process. Assisted managers to perform QC on peer's projects prior delivery and collaborated on selected UX projects (SharePoint and Native apps)
- Worked with external vendors to setup printing standards.

### **SG360, Wheeling, IL**

#### **Senior Designer Consultant – freelance work (04/18 – 11/18)**

- Work closely with Business Development VP and Marketing Director to develop and implement newly launched marketing department. Developed design style guide, presentation process, and templates for a variety of marketing materials.
- Developed custom-tailored presentations for key stakeholders' internal and external events.

### **Mark Your Space, Inc., Bartlett, IL**

#### **Designer / Art Director Consultant (2015-2016)**

- Created marketing related materials and car wraps for Mark Your Space's Clients.
- Interacted with clients on a daily basis, attending to design meetings, selecting the right material to be used and custom-tailoring every single design to address client's needs.
- Client list includes: Direct Supply, Town & Country Gardens, Bright Oaks of Aurora, NEU Family Dental, R. Carrozza Plumbing, First Choice Fencing, among others.

### **Jazz It Up Advertising**

#### **Art Director and Marketing Consultant (2007-2015)**

- Repositioned Palm Beach Decorating in the interior design market, increasing firm's profit by 50%. Developed firm's corporate identity and a customer database system.
- Repositioned New Age Metaphysics in the new age market, increasing firm's profit by 200%. Developed new corporate identity; implemented firm's marketing plan.
- Created the new look of Mitchell Fabrics - an Illinois multi-line fabric supplier for designers and architects (direct mailing, logo development, and web design).

### **Aquent Partners, Inc.**

#### **Art Director, Graphic and Web Designer Consultant, UX (2000-2020)**

- Freelance work involving art direction, web site design, packaging design, promotional e-banners, image optimization, color correction; banner design; multimedia presentation and animation.
- Client list includes: NBA, Pfizer, Skyworks, Metaphor, BCP, Pearson Education, Audible, Lancôme, Delia Associates, SBC-Yahoo, **Experian**, Maurice Sporting Goods, among others.