

ANDREA VOLLF, MS-UXD

☎ 312-402-8717 | ✉ opportunity@andreavollf.com | 🌐 andreavollf.com | in [linkedin.com/in/andreavollf](https://www.linkedin.com/in/andreavollf)

SUMMARY

With over 10 years of comprehensive experience in marketing and design, I bring a wealth of expertise in crafting and executing concepts across different mediums. My proficiency spans UX design, presentation design, packaging, and image correction, underpinned by a meticulous approach to organization and detail.

Known for my strong presentation skills, exceptional customer service, and proven ability to build and maintain effective relationships, I am committed to fostering a collaborative and high-performing team environment.

My career encompasses both ad agency and corporate environments, where I have excelled in managing teams, developing budgets, negotiating contracts, and formulating strategic plans for B2B and B2C clients. I am skilled in setting realistic goals and KPIs, and I leverage strong analytical and strategic thinking to drive successful outcomes.

In addition, I am fluent in English and Portuguese with advanced knowledge of industry-standard applications on both Windows and Mac operating systems. My background also includes DE&I mentorship, NLP coaching, and behavioral analysis with an understanding of Human Mastery Indicators (HMI).

SKILLS

- Extensive experience in marketing, B2B, and B2C with a strategic and analytical approach
- Exceptional presentation skills with a keen eye for detail and accuracy
- Proven ability to build and maintain strong customer relationships with excellent service skills
- Skilled in project management, with a track record of successfully leading small to mid-sized teams
- Proficient in setting and achieving realistic goals and KPIs
- Versatile professional background with experience in both agency and corporate settings
- Fluent in English and Portuguese

TECHNOLOGY

- Advanced expertise in industry-standard applications
- Proficient with both Windows and Mac operating systems

PROFESSIONAL EXPERIENCE

Discover Financial Services, Riverwoods, IL

Lead Communications Strategy & Events Specialist, UX/UI

- Directed the design, development, and execution of DNA's communication materials, including branding, presentation decks, training resources, and infographics
- Spearheaded the UX development and rollout of internal SharePoint sites, collaborating closely with various product owners and stakeholders
- Established and led a peer mentorship program focused on DE&I topics
- Offered coaching, support, and constructive feedback to peers on graphics and UX design best practices, as well as digital accessibility

Lead Data Governance, UX/UI

- Partnered with senior managers and key stakeholders to create and implement the department's style guide, presentation process, and design templates
- Directed the design, development, implementation, and continuous improvement of supporting materials for the enterprise data management and governance program, aligned with the department's capabilities and framework
- Led the UX development for the department's unified data products interface, collaborating with application development teams, data stewards, subject matter experts, and IT members to deliver design expertise and support to cross-initiatives
- Fostered productive relationships with federated data governance groups within the company, providing tools, capabilities, and frameworks to enhance their maturity and effectiveness

ANDREA VOLLF, MS-UXD

☎ 312-402-8717 | ✉ opportunity@andreavollf.com | 🌐 andreavollf.com | in [linkedin.com/in/andreavollf](https://www.linkedin.com/in/andreavollf)

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 Ft. Lauderdale
- Human Mastery Indicator (HMI)
Behavioral Analyst;
Mindset Academy, Brazil

PROFESSIONAL EXPERIENCE (CONT.)

Principal Financial Group, Des Moines, IA

UX Design Internship – USIS Marketing Division

- Collaborated with the Senior UX Lead and UX designers to create and refine UX prototypes for a new online enrollment tool, enhancing the design of existing tools
- Partnered with other UX professionals to develop a UX research script, participated in research sessions, and conducted a UX research interview with a subject matter expert (SME)

Wells Fargo, Menomonee Falls, WI

Presentation Specialist - Institutional Retirement and Trust Division

- Collaborated with the VP of Product Positioning to establish and implement the department's style guide, presentation process, and design templates, laying the foundation for future team members
- Supported Relationship Managers and the Sales team during the company's rebranding by creating a series of instructional tutorials for internal and external clients
- Developed custom presentations for key stakeholders, coached new hires during onboarding, assisted managers with quality control on peer projects, coordinated with external vendors all printing standards

SG360, Wheeling, IL

Senior Designer Consultant

- Worked closely with the Business Development VP and Marketing Director to launch the new marketing department, developing design style guides, presentation processes, and supporting templates
- Created customized presentations for internal and external events

Mark Your Space, Inc., Bartlett, IL

Design Consultant

- Designed marketing materials and car wraps for clients, including Direct Supply, Town & Country Gardens, Bright Oaks of Aurora, NEU Family Dental, R. Carrozza Plumbing, and First Choice Fencing

Aquent Partners, Inc.

Art Director, Graphic and Web Designer Consultant, UX

- Provided freelance services including art direction, website design, packaging design, promotional e-banners, image optimization, color correction, multimedia presentations, and animation
- Worked with clients including NBA, Pfizer, Skyworks, Metaphor, BCP, Pearson Education, Audible, Lancôme, Delia Associates, SBC-Yahoo, Experian, and Maurice Sporting Goods