

**Andrea Burton**

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### **Personal Statement**

I am a dynamic problem solver, a systems thinker and skilled connector of ideas and people. I am dedicated to building products based on user needs and business needs and thrive on working with companies and organizations to build experiences that help further their mission and goals.

### **Target, Minneapolis, MN**

#### **DesignOps Lead (January 2018 - present)**

- Design and develop an onboarding experience for all new hires (Designers, Researchers, Writers & Accessibility Consultants) from a service design lens.
- Audit design process and workflow across Apps, Web, Enterprise, Registry and Accessibility teams.
- Manage design tools and vendor relationships and contracts.
- Build and maintain strategy for designers to share design skills and thinking within the community.

### **Target, Minneapolis, MN**

#### **Lead Product Designer - Target Flagship App (January 2017 - January 2018)**

#### **UX Designer - Contractor (September 2016 - January 2017)**

- Lead design strategy across the entire product lifecycle for the Target Flagship app.
- Build design patterns and pattern library for the Android team and work closely with Design Systems team to evangelize Sketch workflow.
- Conduct user research with guests to get feedback on app experience.
- Lead iterative design process to create sketches, prototypes and app screens to test and redesign based on user feedback.
- Work with mobile UX team and product owners to ensure we are meeting guest expectations with app experience.

### **Urban Airship, Portland, OR**

#### **Senior Product Designer (April 2015 - September 2016)**

#### **Product Designer (March 2014 - April 2015)**

- Facilitated the Design process through leading design sprints with product, research and engineering team members.
- Stayed up to date on mobile device technology to understand device side user experiences of notification delivery, in-app messages and app inboxes.
- Created growth campaigns by running experiments utilizing data from multiple analytics suites.
- Designed new features and update existing features for web and mobile through product modelling, iterative design process wireframing, sketching and developing functional prototypes.

- Wrote and managed all HTML and CSS for customer-facing dashboard product.
- Lead user testing and research sessions with customers and produce analysis reports outlining results.
- Instill design thinking and experience design as a key value to the product team and company.

### **Meedan, Freelance Designer for Bridge**

#### **Senior Product Designer (2015 - present)**

- Design mobile app and admin web experience for [Bridge app](#) (App for translators to translate social media.)

### **CDI Corporation - Contractor at Intel, Hillsboro, OR**

#### **Drupal Developer (September 2013 - March 2014)**

- Develop front-end and responsive strategy and themes for and work with 30 member global team to maintain and debug issues on <http://software.intel.com>.
- Built features and theme for two Intel Developer Zones - UX Zone and Android Zone - using PHP, Javascript, Sass, HTML. <http://software.intel.com/ux> and <http://software.intel.com/android>

### **FunnyMonkey, Portland, OR**

#### **User Experience Lead (October 2012 - September 2013)**

- Provide user experience expertise and deliverables including personas, sitemaps, wireframes, user experience maps, and clickable prototypes for the development of Sally, FunnyMonkey's Open Content Authoring platform / distribution.
- Develop Drupal theme, Zoundation (<https://drupal.org/project/zoundation>) based on Foundation by Zurb for all internal projects and products.
- Project manage, develop Drupal themes and site build for client projects.

### **ThinkShout, Portland, OR**

#### **User Experience Engineer (May 2011 - October 2012)**

- Led the Discovery phase of projects which included working with clients to gather user research, user interviews and testing, development of personas, sitemap creation, wireframe design and development.
- Led the front-end development team by keeping up with front-end development and UX best practices.
- Created Drupal themes using HTML5, CSS3 and Responsive design techniques including Poultry, a theme for ThinkShout's RedHen CRM distribution. (<https://drupal.org/project/poultry>)
- Provided graphic design for projects.

### **Meedan, San Francisco, CA**

#### **User Experience Developer (March 2010 - May 2011)**

- Project managed and provided design and front end development for E-mediast project

(partnered with Institute of International Education on project).

- Project managed Drupal development of Cambridge Inter-faith Programme's multi-lingual dialogue platform, Nurani.
- Consulted designers, developers and clients on issues of usability and user interaction in relation to multi-lingual Arabic, English and French projects.
- Created and managed project specifications including user research, sitemap creation and wireframe development.
- Managed global team of developers in the United States, Europe and the Middle East.

### **Blast Internet Services, Pittsboro, NC**

#### **Sr. Web Designer, Lead Project Manager and Sales (September 2005 – October 2007)**

- Designed mockups and constructed websites and web applications using XHTML and CSS in accordance with best-practices and usability standards.
- Applied design mockups to programming templates which used various languages including Perl, PHP and Ruby on Rails and integrated into Content Management Systems including Wordpress, Drupal, Movable Type and Typo3.
- Managed and instructed a team of designers, developers and interns.
- Met with prospective clients and created proposals based on their project needs and developed scope, timeline and pricing structure for projects.

#### **Proficient in:**

Sketch, Adobe Photoshop, Adobe Illustrator, Sublime Text, Axure.

iOS Design, Material Design Standards. HTML5, CSS3, Sass, Scss, Less, Compass, Javascript, Git, PHP, MySQL, Drupal, Wordpress, Vagrant, Jekyll.

#### **Professional Highlights:**

- Awarded Urban Airship Shippie - The "Does what they say" Award, January 2015
- Travelled to Cairo, Egypt; Cambridge, England; and Beirut, Lebanon to work on client projects and facilitate in-person user experience research while working at Meedan.
- Assisted Beth Kanter (<http://www.bethkanter.org>) at her SXSWi 2011 presentation, "Free Agents and Nonprofits in a Networked World" by serving as her Twitter advocate and coordinating with Meedan translators to live translate tweets into Arabic.  
<http://www.bethkanter.org/sxsw-global-panel/>
- Formed and co-managed local Portland Front-end Drupal Users group meetup - April 2012 - present.
- Presented "Building Drupal Style Tiles using Foundation and SCSS" at Pacific Northwest Drupal Summit, Seattle - October 2012.
- Co-presented "So You Want To Start an Educational Non-Profit" and "Adopting, Using, and Reusing Open Content" with FunnyMonkey at EduCon 2.5, Philadelphia - January 2013.
- Presented "New Tactics: A Case Study Of The UX Process For Multi-lingual Activists" at DrupalCon Portland, May 2013.
- Served as UX Local Track Chair for Drupalcon Portland, May 2013.

**Education:**

University of North Carolina - Asheville

BS in Multimedia Arts and Sciences - May 2001