

Andrea Diamond

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Profile

Professional digital designer with career expertise in prioritizing the end user. Conceptualizing and executing features for enhanced site functionality, UX, digital marketing and brand storytelling. Collaborating with cross-functional teams to creatively solve problems. Also proficient in authoring tools and content management platforms. Consistently striving to deliver innovative, engaging, design solutions, while working to meet business objectives and financial goals.

Skills

- UX/UI Design
- Responsive Design
- Information Architecture
- Ecommerce/CRO
- Figma
- Adobe Creative Cloud
(Photoshop, Illustrator, InDesign)
- CMS
- Project/Time Management
- Creative Process Efficiency
- HTML/CSS
- Continuous Learning

Experience

UX/UI DESIGNER - FREELANCE

SUREFOOT | REMOTE | 2023 - PRESENT

Crafting functional, user-centric designs that address user pain points. Utilizing data and usability best practices to deliver designs for A/B tests that enhance features and functionality. Learning, iterating and collaborating internally with other designers, project managers and strategic directors. Developing more delightful experiences.

SR. MANAGER DIGITAL DESIGN

FRAMESDIRECT.COM | AUSTIN, TX, REMOTE | 2017 - 2023

Coordinated internal and external design resources, conceptualized ideas, and improved website functionality, UX, and digital campaigns for a 70-member eyewear company, selling over one million eyewear frames.

- Managed all design projects, demonstrating adaptability and strong project management skills across various scales.
- Routinely conducted analysis, identified improvement opportunities, and implemented solutions, to increase conversion across all devices with a notable 9% lift in 2021.
- Established a design job tracking system, significantly improving efficiency and task completion time.

SR. ECOMMERCE DESIGNER

BLACK DIAMOND EQUIPMENT | SLC, UT, REMOTE | 2013 - 2017

Solely responsible for design and production for all Direct-to-Consumer channels, including website, emails, social media and digital ads driving \$235 million in sales.

- Managed end-to-end creative processes, ensuring timely and quality deliverables.
- Supported the on-time, on-budget launch of a European ecommerce website with localized currencies and languages.
- Executed digital assets for the Brand Marketing department, maintaining consistent and engaging brand representation across digital platforms.

ECOMMERCE ART DIRECTOR

THE ORVIS COMPANY | SUNDERLAND, VT | 2005 - 2013

Led design team of 5 in aligning with marketing objectives, schedules, and best practices, ensuring creation of cohesive digital assets across all channels while adhering to company-wide brand standards.

- Streamlined creative processes and improved efficiencies in a high-volume environment, resulting in a significant decrease in lead time.
- Directed and supported the design and execution of the European website and email initiatives.
- Managed the design and execution, playing a key role in the exponential growth of the entire email program, covering standard promotional, transactional, and triggered emails.
- Informed design decisions through the analysis of metric data available in Coremetrics.

Education

Tunxis Community College, Farmington, CT

Associate of Arts Degrees in Graphic Design & Photography