

# Andrea Diamond

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## Profile

Professional digital designer with career expertise in prioritizing the end user. Conceptualizing and executing ideas for better site functionality, UX enhancements, digital marketing and brand storytelling. Proficient in authoring tools and content management platforms. Combining efforts with cross-functional teams to creatively solve problems. Consistently striving to deliver innovative, engaging, design solutions, while working to meet ambitious financial goals.

## Skills

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

## Experience

### **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 impactful 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 Technical College, Farmington, CT  
Associate of Arts Degrees in Graphic Design & Photography