ANDREA GRIMALDO

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EDUCATION

University of Washington - **Master's of Communications in Digital Media**
September 2021 - September 2023 - GPA 3.93

University Jorge Tadeo Lozano - **Bachelor's in Advertising**
January 2012 - May 2016 - GPA 3.90

EXPERIENCE

Immer - UX Designer   **Dec 2023 - Present**
- Conduct thorough revisions to design deliveries from team members, to ensure seamless integration and alignment with design system and style guide standards, while also verifying compliance with accessibility guidelines and industry standards for all design elements.
- Participated in two-week sprints within an agile environment to ensure timely progress and flexibility in design iterations.

Procter & Gamble - UX Design Intern   **Jan 2023 - May 2023**
- Collaborated with R&D, developers and brand designers to optimize e-commerce experience on the Bounty.shop.com site, resulting in an improved usability score of 70%.
- Led the redesign for the Family Care SBU's intranet, serving over 5000 employees , resulting in a 40% increase in engagement and a boost in team collaboration.
- Contributed to design sprints, dedicated to addressing diversity and equity challenges in P&G design, by conducting user interviews, crafting solutions, and presenting to stakeholders.

Kimberly-Clark - UX Design Intern   **Sep 2022 - Dec 2022**
- Collaborated with 5 UX designers and 1 Developer in the creation and documentation of a Headless Design System to ensure consistency and scalability for 12+ child sites and brands, including Kotex, Huggies, Kleenex, and Poise, enhancing workflow efficiency for developers and designers by 30%.
- Revamped and created +200 components and patterns in the library, ensuring responsiveness with autolayout and accessibility standards - WCAG AA compliance.
- Contributed to a detailed design token library for each component in the design system.

Clearviction - UX Designer   **Jul 2022 - Nov 2022**
- Led team of 3 designers to conduct card sorting and tree tests to redefine the site's information architecture. Incorporated user feedback from research exercises to improve mobile and desktop navigation.

Conversion Logix - Paid Search Specialist   **Feb 2021 - Sep 2022**
- Managed & optimized Paid Search and Display campaigns for multifamily, senior living, and automotive verticals.
- Oversaw budget for +800 accounts, conducted A/B tests, managed reporting, and track goals. Implemented and tested website events to enhance campaign performance.

Silverlake Clinic- Digital Marketing Specialist   **Oct 2020 - Feb 2021**
- Championed the end-to-end process of the website redesign, from conducting user research and creating wireframes to developing prototypes.
- Launched the new website which resulted in 30% surge in appointments, and 50% increase on page views.

SKILLS

Tools: Figma, Miro, Mural, Figjam, UserTesting, Optimal Workshop, Adobe creative suite, HTML & CSS, Spanish speaker.