

Andrea Vo

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Experience

Web Design and Content Specialist, Zumiez

August 2024 - Present, Seattle, WA

- Executed design mockups and wireframes to build customer facing interfaces
- Ensured the Zumiez digital retail experience and customer journey is accessible, emphasizing a mobile-first approach
- Built homepages, shopfronts, and landing pages using Adobe Commerce and HTML/CSS
- Updated digital content on the Zumiez website to drive sales based on analytics and direction from merchandise team
- Implemented Search Engine Optimization best practices to drive traffic to Zumiez products, events, and promotions

Marketing Design and Production Intern, Zumiez

April 2024 - August 2024, Seattle, WA

- Developed digital marketing website banners, webpage prototypes, social media posts, and mobile application graphics
- Created digital and print assets for collaborations with brands such as Vans, Adidas, Converse, and smaller brands
- Produced visual design and copy of marketing emails sent to over 10,000 customers weekly
- Designed promotional signage displayed in 650+ store locations
- Initiated communications with 20+ brands to coordinate partnered marketing projects

Product Design Intern, ActBlue Technical Services

May 2022 - December 2022, Boston, MA

- Built accessible design system and documentation, collaborating with 20+ engineers, designers, and managers
- Produced and presented high-fidelity mockups and prototypes to over 200 stakeholders
- Developed and led workshops for 8-member design and research team, presenting actionable opportunities to enhance motion design content
- Optimized non-profit fundraising web applications, raising billions of dollars for high-profile organizations
- Supported senior researcher in interviewing and analyzing data from over 20 user interview sessions
- Conducted product audits to identify design issues, and delivered feedback with justified design solutions

Skills

Design: UX/UI, Design systems, Brand marketing, Accessibility, Interaction design, Responsive design, Usability testing

Tools: Adobe Creative Suite, Figma, Adobe Commerce (Magento), Prototyping, Wireframing, Storyboarding, Microsoft Office

Communication: Slack, Teams, JIRA, Confluence, Airtable, Basecamp, Workshop leadership, Stakeholder communications

Certifications: Responsive Web Design Developer (HTML and CSS)

Education

Master of Science in Experience Design, Northeastern University

September 2021 - December 2022

Bachelor of Arts in Biochemistry, University of Washington

September 2015 - June 2019