

Andrea Lander

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Art Director & Graphic Designer experienced in building cohesive brand systems across social, packaging, motion, and presentations. I'm an intuitive and analytical designer who connects creativity with performance—bringing clarity, consistency, and speed to every deliverable. With experience across startup ownership, agency environments, and customer-facing retail, I create design that's both polished and strategically grounded.

Cincinnati, OH

andrealander.framer.website

Education

Boston University, College of Fine Arts

Bachelor of Fine Arts in Graphic Design | Minor in Advertising

Boston, MA
May 2025

Relevant Coursework: Graphic Design Studio, Brand Experience Marketing, Art Direction, Creative Development, Branding
Senior Thesis: Terminal A - an interactive branding experience exploring identity through digital storytelling.

Experience

LET - Graphic Designer (Sole/Lead Designer)

- Serve as sole designer for an emerging tennis fashion brand, leading creative across **brand identity, packaging, catalog design, social content, motion graphics, and pitch/presentation decks**.
- Designed the brand logo and core visual direction**, establishing consistent foundation for all digital and print touch-points.
- Created production-ready **launch packaging**, managing vendor coordination including **quotes, dielines, and print file hand-off** to ensure premium execution.
- Developed high-quality **social media and motion assets** using Adobe Creative Suite and Canva to support brand awareness and product drops.
- Supported early-stage growth by launching and designing Instagram content, helping build the brand's presence to **145+ followers** through consistent visual storytelling.

Remote
09/2025 - Present

Athleta - Sales Associate

- Built hands-on knowledge of **customer behavior, decision-making, and product preferences**, using real-time insights to guide styling, objections, and conversions.
- Exceeded store credit card conversion goal in **Q4 2025 with a 2.56%** card conversion vs. 2.40% target through confident, customer-first communication.
- Recognized by the **Barclays Field Team Recognition Program** as a **POS Performer** for top transactions and excellent loyalty conversion; trained new hires on floor + POS standards.

Cincinnati, OH
07/2025 - Present

Stealth Fintech Startup - Graphic Design Intern and Marketing Lead

- Led visual design for **Instagram and TikTok**, shaping a consistent, premium brand presence across short-form content and campaign assets.
- Planned and managed social content calendars, achieving **17K+ views** and a **6,800-account reach** within the first **6 weeks** of launch activity.
- Produced **75+ digital assets**, overseeing **copy, design, and performance analytics** to refine content strategy and optimize engagement.
- Created the **logo and foundational brand identity system**, including color palette and core visual direction to ensure cohesive storytelling across platforms.

Remote
06/2025 - 08/2025

Abercrombie & Fitch - Brand Representative

- Delivered high-volume, brand-forward customer experiences in a fast-paced retail environment, supporting up to 400+ customers per shift while maintaining energy and professionalism.
- Strengthened hands-on understanding on customer behavior and trend-driven shopping patterns, using real-time insights to guide recommendations and improve conversion.

Boston, MA
09/2023 - 05/2025

Publicis New York (CoLab) - Art Director Intern

- Designed integrated campaign assets across **digital, social, and OOH** for national clients including supporting product and brand storytelling.
- Collaborated with creative and strategy teams to conceptualize brand narratives and translate insights into strong visual directions for major campaigns.
- Built presentation-ready decks and campaign mockups, refining layout, typography, and hierarchy to maintain brand consistency and creative excellence.

New York, NY
06/2024 - 08/2024

Skills

- Art Direction
- Brand Identity System
- Creative Concept Development
- Campaign Development
- Visual Design Systems
- Typography and Layout
- Adobe Creative Suite
- Figma and Framer
- Digital Asset Creation
- Social Media Design
- Motion Graphics
- Marketing Analytics
- Detail Oriented
- Organized
- Adaptable
- Collaborative
- Intuitive
- Fashion

Languages

English: Native/Fluent Spanish: Native/Fluent French: Intermediate

Certifications

Parsons UX Design Foundations Certificate (In Progress)

Yellowbrick.co in collaboration with Parsons School of Design

Remote
07/2025 - 07/2026