

Andrew Wolson

wolsondesign.com

1621 Boulevard, Jacksonville, FL 32206
(904) 616-1339 // wolsondesign@gmail.com

UX/UI Designer

Highly creative and accomplished user experience and graphic design marketing professional with a reputation for creating interactive and intuitive sites. Applies design industry knowledge and techniques to produce user-focused experiences that positively impact project teams and leadership and meet the client's strategic goals and objectives. Develop and maintain excellent working relationships with team members and leadership and successful in managing projects from inception through deployment.

UX/UI Designer

Florida Blue

March 2017 - Present

Jacksonville FL

Create and manage an enterprise web application for Claims Integrity and Analytics and Payment Integrity Office Benefits.

Establish User Experience and User Interface standards.

- Create Personas, User Journey maps, wireframes, and prototypes.
- Design support documents and hand off code to the front-end development team.

Establish an Agile design process.

- Communicate design principles and ideas to all team members.
 - Work closely with all team members to create solutions that are technically practical and solve the business problem.
-

Owner

Wolson Design

September 2011 - Present

Jacksonville FL

Create a variety of products with a specialization in interactive digital products.

St. John & Partners – User Experience Designer

- Concepted, designed, and developed HTML5 banner ads for a Zaxby's website takeover campaign.
- Designed and developed HTML5 banner ads for Enterprise Florida.
- Designed the homepage heroes for a Florida Prepaid college enrollment campaign.
- Created the Website architecture and designs for Cathedral Ridge Winery website redesign.

FORGE 3D Printing Studio – Graphic Designer

- Strategised, developed, and created the branding and marketing for the product Droolz of the Trade.
- Designed and prototyped teething toys for Droolz of the Trade.

The Bar Chaplain – Graphic Designer

- Created primary and secondary logos for the company.
- Defined branding guidelines for utilization across the company.

Digital UX Designer

(Promotion)

EverBank

January 2013 - June 2016

Jacksonville FL

Created and managed digital materials and websites to support Mortgage Marketing.

- Managed and maintained over 400 loan officer websites; including developing net new materials.
- Streamlined creation and maintenance by over 80% through implementing process improvement and efficiency strategies.
- Provided digital subject matter expertise in the mortgage marketing channels.

Developed strong working relationships with IT partners through collaborating on digital initiatives.

Partnered with the Digital Analytics Manager to improve the conversion rate for loan officer websites and web page enhancements.

- Utilized SEO techniques that connected loan officer websites to their business location using Google tools.
- Utilized web analytics to improve the user experience for landing and product pages on company website.

Created and managed digital initiatives to support the Commercial Finance division of EverBank.

- Designed and implemented a transactional portal for clients resulting in greater efficiencies for the business unit including lower call volume and more effective communication with clients.
- Partnered with the front-end developer to provide code support in addition to developing the transactional site.
- Lead the creation of the first digital product for EverBank Commercial Finance that supported new brand guidelines.
- Pioneered "white label" branding for EverBank Commercial Finance digital products.

Graphic Designer

EverBank

December 2011 - January 2013

Jacksonville FL

Supported various segments within the Marketing department through design and creation for multi-channel campaign initiatives that drove advancement in segmented markets.

- Designed tradeshow materials to support sales representatives and enhanced company image and product offerings.
- Partnered with Mortgage Marketing leadership in the redesign of the EverHome Mortgage website and multi-channel campaigns.
- Collaborated with sports sponsorship leader to design supporting materials for the Jacksonville Jaguars-sponsored products, stadium graphics and show banners.

Instrumental designer in EverBank's rebrand initiative.

- Lead designer for the flagship brochure for EverBank Wealth Management.
- Lead designer in the rebrand initiative for EverBank Commercial Finance print materials.

Education

BFA in Graphic Design // Savannah College of Art and Design

Applications/Content Management systems

- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Proto.io
- InVision
- Sketch
- HTML5/Jade
- CSS3/SASS
- javascript
- GitLab
- Adobe Indesign
- Adobe Animate
- Basecamp
- Slack
- Github
- Trello
- Microsoft TFS
- WordPress

Organizations

AIGA - Web Chair // January 2014 - Present

Featured

Three T-shirt designs sold on Cotton Bureau.
SkateBoard wheel invention featured on TechFaster.
Comic book "Raisin Hell" published in Lust Ape magazine.
Skateboard design shown in I'm Board 6 art show.