

Andrew Hale

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PROFESSIONAL SUMMARY

Dynamic entrepreneur who utilizes creativity, leadership and teamwork to design and execute solutions that create customer value. Effective communicator with ability to create marketing materials that convey value for both clients and end users.

Key Activities:

- Engages with project teams to understand business and design goals. Incorporates industry best practices and usability research to deliver strong interactive designs.
- Consults with enterprise architects, projects, and business partners to design the architecture related to user experience (UX) of products, processes and systems.
- Participates in the process with development teams to clarify design concepts and advocate for the user experience.
- Drives the design process from concept through delivery. Translates designs into working front-end interfaces and graphics for web, print, and interactive design.
- Presents design recommendations to project teams through presentations, prototypes or other test interfaces.
- Raises product, design, usability and accessibility issues across an entire customer portfolio and effectively contributes to mitigating activities.
- As part of the enterprise architecture team proposes and implements design standards, methodologies and processes for delivery of UX services to other internal IT areas.

TECHNICAL EXPERIENCE

Programming Languages: HTML, HTML 5, CSS

Software/Programs: Adobe Photoshop, InDesign, Illustrator, Dreamweaver, Flash, Fireworks, After Effects. WordPress

Operating Systems: Windows

EDUCATION

Bachelor of Fine Arts degree in Electronic Intermedia,
New World School of the Arts, Miami, FL
University of Florida Degree. December 2000

Associate of Arts degree in Graphic Design. June 1998.
New World School of the Arts, Miami, FL

PROFESSIONAL EXPERIENCE

PREVAIL, Leawood, KS

March 2022– Present

Graphic Designer

- Creating visually compelling websites, marketing materials, and videos that reflect Prevail's brand of professionalism and helping communicate their unique financial strategies to clients.
- www.prevailiws.com Website designed for Prevail. Designed and created with Photoshop & WordPress. (Responsive Site).
- www.prevailaa.com. Website designed for Prevail Alternative Assets. Utilized Photoshop & WordPress. (Responsive Site).
- www.careersatprevail.com. Web Site designed for recruiting for Prevail. Designed and created with Photoshop & WordPress. (Responsive Site).

Technologies: Photoshop, InDesign, After Effects, WordPress, Canva, CSS, HTML

TRINITY GRAPHICS, Kansas City, MO/ Miami, FL

April 01 – Present

Web Designer/ Business Owner

- Designing websites for multiple clients. Set up web services for multiple clients which included web hosting, email (including connecting new outlook emails), domain names and passwords.
- www.bcusagroup.com. Website designed for Business Consulting company. Designed and created with Photoshop & WordPress. (Responsive Site).
- www.lionfla.com. Web Site & branding re-design for Security services company. Designed and created with Photoshop & WordPress. Created entire Branding campaign which included business card, new logo, website, letterhead and Tradeshow banners. (Responsive Site).
- www.jpaysrealty.com. Website designed for J.P. Mays realty. Utilized Photoshop & WordPress. Utilized Buying Buddy plugin for MLS feeds.
- www.naturalviraltherapy.com. Web Site designed for supplement company. Designed and created with Photoshop & WordPress. (Responsive Site). Designed logo and video with Adobe After Effects.

Technologies: Dreamweaver, CSS, HTML, Photoshop, After Effects, WordPress

LIGHTHOUSE INTERNET MEDIA, Kansas City, MO

March 2018 – Present

Web Designer

- Designing & developing Web Sites, Logos and Graphics for multiple clients.
- www.cornerstonecustomconstruction.com. Web Site designed for luxury homes company. Designed and created with Photoshop and WordPress.
- www.ltmaconsulting.com. Web Site designed for consulting company. Designed and created with Photoshop and WordPress.
- www.evergladesairboattourismiami.com. Web Site designed airboat tours company. Designed and created with Photoshop and WordPress.
- businessonline.website/mrd-consulting. Web Site designed for MRD Consulting. Designed and created with Photoshop and WordPress.
- www.goodblessingsbathbags.com. Web Site designed for Good Blessings Bath Bags. Designed and created with Photoshop and WordPress.
- www.japcarcare.com. Web Site designed for Japanese Car Care. Designed and created with Photoshop and WordPress.

Technologies: Photoshop, WordPress

EMPOWER RETIREMENT, Overland Park, KS**Jun 15 – Feb 16***Web Designer/ Developer*

- Designing and developing Web Sites for Empower retirement and multiple clients.
- Designing & animating graphics, videos and other assorted media:
 - [Jet Blue Video](#)
 - [E-kit design](#)
 - [E-kit mobile design](#)
 - [EMD micro site design](#)
 - [UHS micro site design](#)
 - [Lenovo micro site design](#)
- Prototyping of retirement microsite for responsive design in mobile and desktop.
- Consulted with IT team on UX of microsite and produced microsite design in Photoshop.

Technologies: Dreamweaver, CSS, Bootstrap, HTML, Photoshop, Flash, After Effects**WILLIAM JEWELL COLLEGE, Liberty, MO****Jan 14 – Dec 14***Web Developer*

- Designing and editing web sites for William Jewell College.
- Site Redesign: www.jewell.edu. Designed in Photoshop and implemented into WordPress.
- Achievement Day: www.achievementday.net. Utilized Photoshop, Dreamweaver & BlackBaud CMS.

Technologies: Dreamweaver, WordPress, CSS, HTML, Photoshop**UNIVERSITY OF MIAMI., Miami, FL****Sep 10 – Dec 13***E-Communications Manager*

- Designing, editing and managing the Undergraduate Admission web site and other sites for Enrollment Management. Analyzing web metrics using Google analytics and providing marketing, graphics, pictures, video and content layout recommendations for the Division's web pages.
- Designed and managed Undergraduate Admission web site: <https://www.miami.edu/ug>. Utilized Expression Engine CMS, Photoshop, Dreamweaver, JavaScript, HTML. Utilized Google Analytics to monitor pages and campaigns with Google urls, hot spots and observed user behavior to improve page navigation. Also, interviewed current students to review site observations to improve site and improve site content.
- Prototyping of Undergraduate Admission website including sitemap and testing of prototype with different audiences.
- Laying out brochures and post cards in InDesign.
- Designed and created new Undergraduate Admission promotional web site:
Utilized HTML 5, Lightbox, JavaScript, Photoshop, Dreamweaver, YouTube code embedding.

Technologies: HTML 5, Lightbox, CSS, JavaScript, Photoshop, Dreamweaver**GRUPO UNO., Miami, FL****Jan 08 – Aug 08***Web Designer*

- Designing web sites and flash animations for multiple clients.
- Developed & designed Lean Cuisine Spanish Version web site in Flash.
- Designed flash banner ads and e-cards for Porsche, Canon, & Kingston.

Technologies: Photoshop, Dreamweaver, Flash