

Andrew Vetter

Product Designer

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Experience

Paro | Product Designer

Sep 2019 - Present

Lead interaction design for the platform, with the goal of humanizing interactions within the platform. Spearheaded the platform's mobile user experience in parallel with desktop development.

United Airlines | Design Intern

May 2018 - Aug 2018

Designed and developed an email sign-up tool as well as marketing collateral that captures customer email addresses from over 300,000 monthly visitors. Provided 11 site design recommendations based on usability standards upon completion of a heuristic analysis.

Barstool Sports | Marketing Intern

Aug 2017 - Dec 2018

Created and executed a social strategy that built accounts to over 4,000,000 impressions per month. Leveraged the growth of the accounts to raise over \$2,000 for cancer research with a \$0 operating budget. Partnered with local businesses to host brand activation events that built brand awareness.

Vizato Media | Visual Designer

Aug 2017 - Dec 2017

Consulted with clients to grasp a better understanding of their goals and outcomes. Worked within brand guidelines to create layouts that reinforce the brand's style or voice through its visual touch-points.

Purdue University | Visual Design Intern

Aug 2017 - Dec 2017

Collaborated with government and enterprise stakeholders to design a billboard seen by over 200,000 drivers. Helped establish direction and standards for the brand's visual identity in print, digital, and film instances.

Education

User Experience Design

Purdue University | Bachelors

2015 - 2019

Entrepreneurship and Innovation

Purdue University | Certificate

2015 - 2019

Skills

Research

Interviews, Usability Testing, Competitive Analysis, Surveying, Heuristic Evaluation, Website Analytics, Storyboarding, Affinity Diagraming, Personas.

Design

Sketching, Wireframes, Low to High Fidelity Mockups, Stakeholder Presentations, Infographics, Style Guides, Brand Identities Diagraming, Personas.

Prototyping

Paper, Invision Studio, Sketch, Figma, Adobe XD, HTML/CSS, Keynote, Adobe After Effects

Recommendations

Jean Piwowarczyk

Sr. Manager - Cargo Marketing and eCommerce at United Cargo

"He quickly identified opportunities to improve our web experience and developed an email sign up tool. He jumped right in and helped us streamline our intranet pages and designed a layout that improved usability. In addition to his great personality, his work ethic and design skills were exceptional. AJ was a pleasure to work with, and I would highly recommend him as he would be an asset to any organization."