



ANDREA NAVE

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www.andreaknave.com

Dynamic UX/Product Designer with a proven track record of transforming ambiguous projects into intuitive user experiences.

Specializes in leading high-stakes, complex design projects while fostering a user centric design culture. Armed with a diverse background in brand development, graphic design, and UX/UI, I excel in both startup and enterprise environments.

My approach prioritizes empathy and design thinking methodologies to craft innovative solutions that work and drive revenue growth.

I'm eager to leverage my expertise to make a significant impact at your organization. Let's collaborate!

EDUCATION

Certificate of UX/UI

Columbia Engineering University, New York, NY

BA Communication Design

University at Buffalo State College, Buffalo, NY

SKILLS

RESEARCH

User Interviews, Usability Testing, Persona Creation, Heuristic Evaluation, Competitive Analysis, A/B Testing

DESIGN

UX/UI Digital & Visual Design
Journey Mapping, Wireframing
Prototyping, User Flows, Data Visualization

MARKETING

Product Development, Copywriting, Social Media, Strategic Planning, Graphic Design

TOOLKIT

Adobe Creative Suite, Figma, Adobe XD
HTML/CSS, JavaScript, GitHub, Miro,
FigJam, Jira

EXPERIENCE

Senior User Experience Designer, Engrain (2022 - 2023):

- Crafted feature releases aimed at enhancing the UX of our state-of-the-art, map-based, data visualization software products.
- Worked closely with agile product teams.
- Collaborated with devs to optimize internal product, unifying information, APIs, and data sources to power mapping software.
- Spearheaded strategy, prototyping, and hand-off for an internal B2B portal, bridging execution gaps and integrating customer support.
- Conducted UX audits, providing key integration insights that drove a notable 30% increase in customer acquisition.
- Executed market research initiatives, fueling product innovation

Product Designer, Sentral (2021 - 2022):

- Delivered end-to-end design projects for responsive website, native app and property management portal.
- Quickly iterated and designed at multiple fidelities in a fast paced, start-up environment.
- Partnered closely with cross-functional teams spearheading research initiatives and usability testing to validate design decisions.
- Optimized the distinctive booking/leasing process for Sentral.com, propelling site traffic from 200K to 700K within a few months, significantly enhancing conversion rates.
- Presented UX solutions to executive leadership and stakeholders to effectively communicate strategic and tactical recommendations based on data.

UX/UI Designer/Contract, Coldwell Banker (2021):

- Rapidly prototyped training app design features to increase course completion rates.
- Ensured consistent brand design by leveraging design systems, as well as integrated new features that enhanced the system

UX Strategist/Howard Hanna (2018 - 2021):

- Designed and delivered a high-quality, widely-adopted consumer internal CRM system.
- Guided and influenced senior leaders to facilitate rapid progress within teams and adopt design thinking methodologies.

Marketing Director/Howard Hanna (2008 - 2018):

- Orchestrated collaboration among designers, independent contractors, and stakeholders to pioneer inventive print and digital marketing strategies.
- Supervised a 10-member team, overseeing training, and development initiatives.
- Pioneered the preservation of brand integrity across product and marketing deliverables for company initiatives, overseeing the compliance of contractors with requirements, and regulations.