

# ANDRE SALCIDO

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## UX DESIGNER

**Visionary graphic and UI/UX design expert delivering unique, user-friendly visual experiences** to support organizational branding and products.

**Highly creative collaborator with deep technology skills** complemented by a focus on details and features that maximize efficiency and effect of web and software applications.

**Tenacious, curious problem solver** with a commitment to delivering the best solutions to eliminate user issues.

### Areas of Expertise:

UI/UX & Interactive Design | User Interface Strategy | Feature Design | User-Flow Documentation

Information Architecture Design | Prototyping | Design Sprints | Agile UX Design

## TECHNICAL SKILLS

- Expert knowledge of Sketch, Adobe CC, Axure RP, Visio and other design tools.
- Advanced knowledge of Omnigraffle, Final Cut, After Effects, Sublime Text and Dreamweaver.
- Experience in rapid creation of prototypes in HTML, InVision, Axure RP and Keynote.
- Passion for UI design and interactive prototyping, utilizing sketching, wireframes and pixel-perfect design.
- History of designing mobile-first responsive web applications, sites and mobile apps.
- Experience in Agile UX design using Scaled Agile Framework (SAFe).
- Familiarity with HTML, CSS, SASS, JavaScript, JQuery and PHP.

## PROFESSIONAL HISTORY

**U.S. Bank | Gresham, OR**

**2018 – Present**

### USER INTERFACE ANALYST

Collaborating with business line, CX, design and development teams using Scaled Agile Framework (SAFe), I have lead user centered design efforts within the Integrated Card Services division of U.S. Bank. As a designer and subject matter expert, I have been delivering credit card servicing software design artifacts that align with business line goals, while following usability and accessibility best practices. Engaging in open communication and collaboration with on-site and remote teammates.

- **Technical skills** used include wireframes, application prototyping, user flows, usability testing, visual design, Adobe CC, Axure RP and Visio.

**Technosoft Corporation for U.S. Bank | Gresham, OR**

**2018**

### USER INTERFACE ANALYST

Drove user centered design efforts for U.S. Bank within the Integrated Card Services division, collaborating with business line and development teams utilizing Scaled Agile Framework (SAFe) and contributing innovative solutions within design sprints. Owned the design through detailed wireframe iterations for fintech mobile and web apps, implementing usability test results and maintained open communications with on-site and remote teams.

**PXL Agency | Remote**

**2018 –Present**

### UX/UI DESIGNER

Drove interactive feature designs for a variety of client websites.

**UX/UI DESIGNER**

Drove design of digital properties and graphic/web design for online marketing and social media platforms, corporate branding, print catalogs, and promotional materials. Delivered interactive design for corporate website forms and landing pages, as well as wireframes and user-flow documentation for enterprise auction database application. Created marketing videos for broadcast and corporate YouTube channel. Served as auctioneer for live events.

- **Increased online bid submissions 63%** through UI design of new, streamlined mobile-first responsive web form.
- **Boosted online auction revenue by as much as 2.4%** through design of online “Buy It Now” feature that enabled immediate purchase.
- **Technical skills** used included HTML, CSS, JQuery, user research, wireframes, user flows prototyping, usability testing, visual design, A/B testing, Photoshop, Illustrator, Sketch, Keynote, InVision, Sublime Text, Final Cut and Omnigraffle.

**DIRECTOR OF PRODUCT DEVELOPMENT**

Developed application design user-flows, wireframes, and interaction design documents for production team use in client projects.

- **Partnered with product design team on UX strategy for “Our Project,” a browser-based project management application** launched in 2002. Translated application design and feature decisions into wireframe and user flow artifacts for implementation by offshore software developers, and assisted with QA.
- **Technical skills** used included HTML, CSS and visual design.

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**EDUCATION**

**Bachelor of Liberal Arts |** The Evergreen State College, Olympia, WA

**Thoughtful** (UX Design studies)