

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 | A/B Testing | User Interface Strategy | Feature Design | User-Flow Documentation
Information Architecture Design | Prototyping | Google Analytics | Design Sprints | UX Design for Agile Teams

TECHNICAL SKILLS

- Expert knowledge of Photoshop, Sketch, Illustrator, InDesign, Visio, Fireworks and other design tools.
- Advanced knowledge of Omnigraffle, Final Cut, After Effects, Sublime Text and Dreamweaver.
- Experience in rapid creation of prototypes in paper, HTML, InVision, Axure and Keynote.
- Passion for UI design and interactive prototyping, utilizing sketching, wireframes and pixel-perfect design.
- History of designing mobile-first responsive websites.
- Advanced knowledge of hand-coding HTML5 and CSS3, using a SASS and Grunt workflow.
- Familiarity with JavaScript, JQuery and PHP.

PROFESSIONAL HISTORY

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

2018 – Present

USER INTERFACE ANALYST

Driving 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. Owning the design through detailed wireframe iterations for fintech mobile and web apps, implementing usability test results. Maintaining open communications with on-site and remote teams.

PXL Agency | Remote

2018

UX/UI DESIGNER

Drove interactive feature designs for a variety of client websites.

Michaan's Auctions | Alameda, CA

2003 – 2018

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.

Acme Interactive | San Francisco, CA

2000 – 2002

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.

adam.com | San Francisco, CA

1999 – 2000

DESIGNER

- Designed and coded HTML for dynamic web page templates for healthcare website.
- **Technical skills** used included HTML, wireframes, user flows, Photoshop, Illustrator and Dreamweaver.

EDUCATION

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

Thoughtful (UX Design studies)