

# ANDRE SALCIDO

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## Product Design • UX • UI

### EXPERIENCE

#### Visual Interaction Designer, U.S. Bank, Gresham, OR — 2018–Present

- Collaborated with business line, CX and development teams using Scaled Agile Framework (SAFe).
- Lead user centered design efforts within Retail Payment Services for Digital Disputes & Fraud Claims for the digital channels.
- Delivered credit card servicing design artifacts that align with business line goals, while following usability and accessibility best practices.

#### Freelance UI Designer, PXL, Oakland, CA — 2018

Drove interactive feature designs for a variety of client websites.

#### UX/UI Designer, Michaan's Auctions, Alameda, CA — 2003-2018

- Increased online bid submissions by 63% through web form UI design.
- Increased monthly auction revenue by 1.3-2.4% through design of online "Buy It Now" feature.
- Research, customer persona creation and interaction design for corporate website feature designs.
- Graphic design, art direction, corporate branding for advertising, print catalogs and marketing materials.

#### Director of Product Development, ACME Interactive, San Francisco, CA — 2000-2002

- Creatively brainstormed design strategy with product design team to define the needs and solutions for the design of 'OurProject,' a browser-based project management application launched in 2002.
- Produced application design user-flows, wireframes and other interaction design documents used by production team in 'OurProject' and client projects.

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### EDUCATION

- Thinkful (UX Design studies)
- The Evergreen State College, Olympia, WA (BA in Liberal Arts)
- City College of San Francisco, San Francisco, CA (Fine Art and Film studies)
- Portland State University, Portland, OR (Computer Science studies)

### SKILLS

Sketch

Abstract

Adobe CC

Azure RP

Figma

Invision

User research

Design sprints

Storyboarding

Wireframing

Rapid prototyping

A11Y