

# 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:

A/B Testing | User Interface Strategy | Materials Development | Accessibility | Feature Design

User-Flow Documentation | Information Architecture Design | Prototyping | Google Analytics

## TECHNICAL SKILLS

- Expert knowledge of Photoshop, Sketch, Illustrator, InDesign, Fireworks and other design tools
- Advanced knowledge of Omnigraffle, Final Cut, After Effects, Sublime Text and Dreamweaver
- Experience in rapid creation of paper and digital prototypes in HTML, InVision 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

**Michaan's Auctions | Alameda, CA**

**2003 – Present**

### UX/UI DESIGNER

Drive design of digital properties and graphic/web design for online marketing and social media platforms, corporate branding, print catalogs, and promotional materials. Deliver interactive design for corporate website forms and landing pages, as well as wireframes and user-flow documentation for enterprise auction database application. Create marketing videos for broadcast and corporate YouTube channel. Serve 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.

**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**

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

**Thoughtful** (UX Design studies)