

Andrea Vega, Sr Product Designer

8+ years designing and leading innovative, end-to-end digital experiences across fintech, healthcare, consumer, and public service platforms.

dreavega.com

linkedin.com/in/dreavegaa/

andreaivegaa@gmail.com

EXPERIENCE

Lead Product Designer, PenFed Credit Union - DC

NOV 2019 - PRESENT

Spearheading end-to-end redesign of [Onboarding Applications](#) across multiple product lines for Deposits, Autos, & Personal Loans, to improve conversion & outdated user flows.

Developing new Loyalty Program, collaborate w/ stakeholders & consultants daily.

Redesigned UI/UX for [Personal Loan site](#), increasing loan acquisitions by 17% & organic site traffic by 24%, and spiking new member conversions.

Designed gamified sweepstakes: generated \$2.5M+ Auto Loans & 30% new user signups.

I increased site deployment by 20% by creating a Design System & Templates (less QA).

Webflow Designer, Freelance

FEB 2020 - PRESENT

Provide consulting, design, development and rebrand work for small businesses. Everything from strategy, branding, UX copywriting, SEO targeting and social ads.

User Experience Designer, DMI - DC

SEPT 2017 - OCT 2019

Led UX/UI redesign of [Hershey Park's mobile app](#); integrated HPGO wearable tech, resulting in a 30% uplift in user engagement and 22% increase in app store ratings.

Designed [Maryland's Department of Human Services](#) first cloud based data system on AWS: 78% site improvement and enabled 90% more residents to access social services. (Platform analytics supported the STOP Act 22', and a 40% reduction in overdose cases.)

Created [Augmented Reality campaigns](#) for [VAtom's blockchain NFT](#) wallet app, increasing session time by 35% and improving user onboarding through immersive interactions.

UX UI Designer Intern, Wongdoody - LA

MAY - SEPT 2016

Designed prototypes & pitch decks for clients like Microsoft Teams, Benefit, and LA Rams. Built interactive learning device for Cedars-Sinai Hospital to increase patient interaction.

Digital Developer Intern, VCU Marketing - Richmond, VA

JAN - MAY 2016

Established UX UI principles & taxonomy. Designed ads, site content and resolved bugs.

Web Designer, GOOD PAC Co. - DC

APRIL - SEPT 2015

EDUCATION

Master's in Business & Branding Experience Design

VCU Brandcenter

2015 - 2017

B.S. Advertising & Media Minor in Graphic Arts

Radford University

2011 - 2015

SKILLS

User Research, UX/UI Design

Prototyping, Design Systems

Wireframing, Usability Testing

Branding & Concepting

Information Architecture

Pitching & Public Speaking

TOOLS

DESIGN: Figma, Webflow, Framer
Figma, Slides, Photoshop,
Illustrator, After Effects, Jitter

MANAGEMENT:

Jira, Confluence, Asana, Notion

RESEARCH:

Gen AI, Chat GPT, Fintech Insights

FRONT-END:

HTML/CSS, Zeplin handoff

LANGUAGES

English - Native, Spanish - Native