

ANDY SIDES

GRAPHIC DESIGNER

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EDUCATION

B.A. Graphic Design
Minor Communications
American University

PROFESSIONAL SKILLS

Experienced with:

- Adobe Photoshop, Illustrator, InDesign, and Lightroom
- Figma (including managing Admin)
- Adobe After Effects
- Slack, Trello, Jira, Confluence
- CSS3, HTML5, Bootstrap 4
- WordPress, Sitecore
- Microsoft 365

AFFILIATIONS

AIGA Membership

PROFILE

Focused story teller that is flexible, organized, and able to meet deadlines in a fast pace environment. Detail-oriented team player with strong design opinions. Works best in a highly collaborative environment, while maintaining autonomy to move quickly.

OTHER SKILLS

Strong knowledge of photography. Some experience with advertising on Social Media and content SEO.

PERSONAL INTERESTS

The National Parks, DIY projects (HGTV addict), board games, soccer, baking, and 3D printing.

PROFESSIONAL EXPERIENCE

Senior Experience Designer • Wawa, Inc.

2023–Present • Media, PA

- Work closely with the Creative Lead and cross-functional teams to produce high-fidelity UI designs, prototypes, and UX recommendations for Wawa's 5 digital channels (kiosk, app, websites). This includes ensuring adherence to iOS and Android patterns, large-scale touch (kiosk) patterns, and web usability and accessibility standards. Design and prototype Wawa's next generation of Kiosk.
- Create and expand the Wawa Design System (Wawa Go). Audit, consolidate, and modify existing components and patterns to establish a consistent user experience across channels. Document and maintain current patterns libraries from across channels and create future-state versions
- Create guides and specs, including Wawa's Digital Brand Guide, to share with internal personnel, partner agencies, and vendors.
- Conduct audits and research, including competitive benchmarking, customer/user research, and develop strategy recommendations based on the findings.
- Frequently lead and manage projects, manage designers, lead design critiques, and interact with internal stakeholders, while working on tight deadlines with shifting requirements.

Senior Designer • Eastern Standard (Agency)

2022–2023 • Philadelphia, PA

- User experience walk-through and planning, sitemapping, wireframing, user interface development and design, web advertising animations (including social media), collaborate with front-end and back-end developers, QA testing, and more.
- Frequently lead projects, manage designers, lead design critiques and interact with clients, while working on tight deadlines.
- During my tenure, I've been a part of designing and launching more than 4 public-facing websites.

Senior User Experience/User Interface Designer • Avendi (Agency)

2016–2022 • Washington, D.C.

- User experience walk-throughs and planning, wireframing, user interface development and design, front-end web development, web advertising animations (including social media), collaborate with front-end and back-end developers, content population, QA testing, and more.
- Frequently lead projects, manage designers, lead design critiques, and interact with clients, while working on tight deadlines.
- Audit design files (typically from other agencies) to ensure web standards and feasibility for front-end development.
- During my tenure, I was a part of designing and launching more than 10 public-facing websites and numerous intranet sites.

Interactive and Print Designer • The Design Channel (Agency)

2014–2016 • Chevy Chase, Maryland

Graphic Designer • Consero Group (Conference Company)

2012–2014 • Bethesda, Maryland

Graphic Designer • D.C. United (MLS Soccer Team)

2011–2012 • Washington, D.C.