



Andrea Lerma

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Skills

- Skilled with Adobe Creative Suite, InVision, Pardot, Marketo, WordPress Engine, DynamicWeb
- Proficient in brand design, UX/UI, typography, iconography, HTML, CSS, Bootstrap, event booth design, print and layout design
- Experience with email marketing and SEO/SEM

Experience

Graphic Designer, BOXX Technologies

May 2018 – Present

- Manage company website content
 - Maintain and update website according to brand style guide
 - Code and edit web pages using HTML and Bootstrap
 - Design and edit web graphics
 - Schedule and implement monthly site promotions
- Supervise Marketing & Design Summer Intern
 - Write and develop training documentation
 - Organize day-to-day scheduling
 - Determine and assign level-appropriate tasks and projects
- Collaborate with product team to produce assets for new or updated products
- Create large-scale event booth graphics for trade shows, as well as event collateral

Interactive Designer, PureWrx

August 2017 – April 2018

- Responsible for company brand and collateral, including corporate rebrand
 - Designed new logo, corporate brand guidelines, and paper system
 - Developed cross platform social media strategy and content calendar
- Online Store
 - Updated look and feel, refreshed display ads, and created landing pages using html

Interactive Designer, LivingDirect

February 2016 – July 2017

- Responsible for designing assets and templates for marketing
- Built and edited web pages and emails using HTML
- Brainstormed and designed new user experiences and collaborate with developers to ensure great design and functionality throughout each project
- Launched new style of web photography that was adopted company-wide
- Received Lagniappe Award- recognized as one of top employees company-wide

Education

Texas State University, San Marcos TX

August 2012 – December 2015

- BFA in Communication Design
- 3.48 GPA, Cum Laude, Dean's List
- Study abroad in Italy, studied art and design history, 2014
- Resident Assistant, 2015
- On-Campus Organization President, 2015