

Andrew Young

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exclamation101.com
404.317.3548

I focus on solving challenges through both a quantitative and qualitative lens. I'm passionate about the user experience and the whys of the hows. I have deep experiences bridging design & business, solving challenges with patterns & user insights and researching to become a subject matter expert.

Education

California College of the Arts

DMBA of Design Strategy and Innovation

Georgia State University

Bachelors of Fine Art : Graphic Design

Experience

Vail Resorts : o2gearshop.com

Senior Analyst Digital Design Strategy : June 2013 - Jan 2014

As Senior Analyst Digital Design Strategy (Art Director) I was a core member of the o2gearshop.com eCommerce redevelopment team. Responsibilities include overseeing all design operations & initiatives, managing & hiring third party design & marketing agencies, email marketing planning, email metric reporting & analytics, migration to new CRM & email marketing platforms.

ExpressJet Airlines

Design Coordinator / Designer : Nov 2011 - June 2013

As a Designer with ExpressJet Airlines I was responsible for a successful brand rollout of new identity, brand guidelines, brand development, creation of all inhouse collateral, internal and external web sites, promotion, marketing, training and education materials. As a Design Coordinator I was responsible for managing internal relationship with clients, production time lines and trafficking of projects. Additionally I was one of two inhouse company photographers.

Piggy Toes Press

Designer / Design Research : June 2010 - Nov 2011

As a designer with Piggy Toes Press I concepted and developed packaging, book formats and art for childrens book & toy publisher. In addition, I lead research, development and launch of online presence, website, eCommerce and social media outlets for brand focused on children but targeting adult consumers.

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Design Strategist : October 2009 - current

Working with startups and small businesses on brand identities & development, brand placement, email marketing, CRM and social media integration.

Northern Tier High Adventure Base - Boy Scouts of America

Outdoor Educator and Wilderness guide

May 2009 - October 2009 & May 2007 - October 2007

Atlanta Rocks! Indoor Climbing

Manager & Lead Route Setter : October 2007 - June 2013

Initial responsibilities as full time manager included customer service inquires, scheduling, staffing and daily operations. Additionally as Lead Route Setter duties included responsibility for all route development.

Crawford / Mikus Design studio

brand development intern : October 2008 - May 2009

Intern at creative marketing and design studio working with pre-press file set-up, file output, file organization and management.

Areas of expertise
Design strategy
Brand development
User experience
Information architecture
Analytics
eCommerce
Email marketing

Skills
Design research
Project management
UX/UI
Pattern recognition
HTML/CSS
User research
Storytelling & presentation

Software
Photoshop
Illustrator
InDesign
Flash
Dreamweaver
Acrobat
Word
Excel
Powerpoint
Keynote
Google Analytics
Omniture
Axure
Balsamiq
Invision

*references available upon request