Andy Weigel

Digital Graphic Designer & UX Specialist | andyweigel@gmail.com | 717-343-1095
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Summary

Digital Graphic Designer specializing in high-quality visual design and execution for **email** and **site** assets—including **seasonal campaigns** and **evergreen brand touchpoints**. Proven expertise in translating strategy into cohesive **storytelling**, driving conversion, and upholding **brand consistency**. **Expert-level skills** in **Adobe Creative Suite** (Photoshop, Illustrator, InDesign) and **Figma**. Highly **self-directed** and organized, focused on meticulous **attention to detail**, proactive **timeline management**, and seamless **collaboration** with creative and production teams.

Core Skills

Digital Design & Visual Execution

- **Software Proficiency: Expert-level skills** in **Adobe Creative Suite** (**Photoshop, Illustrator, InDesign**); High proficiency in **Figma** (Prototyping & Wireframing).
- **Design Disciplines:** Visual Design, **Layout, Color Theory**, UX/UI Design, **Responsive Design (RWD)** for **email and site**.
- **Asset Creation:** Design and production of high-volume digital assets including **email templates**, site banners, landing pages, and promotional content.
- **Best Practices:** Solid understanding of digital design best practices for e-commerce, conversion optimization, and **Accessibility (A11y)** standards.

Technical Application & Production Readiness

- **Front-End Expertise:** Deep understanding of how design translates to code, including **HTML/CSS** and **JavaScript**, enabling efficient partnership with production teams.

- **Asset Documentation:** Expertise in preparing, **documenting, and releasing final creative assets** in partnership with **production and UX teams**, ensuring optimal performance and cross-browser consistency.
- **E-commerce/CMS:** Familiarity with **Shopify, WooCommerce,** and modern CMS platforms for seamless asset integration and troubleshooting.
- **Version Control:** Experience using **Git** to manage design file versions and facilitate seamless **collaborative workflows** with cross-functional teams.

Project Management & Collaboration

- **Workflow & QA:** Proven ability to manage project lifecycles, track **timelines and deliverables**, and direct QA protocols, including comprehensive **Usability Testing**.
- **Resource Management:** Experience maintaining and contributing to **image libraries** and visual **style guides** to ensure rigorous **brand consistency**.
- **Collaboration Tools:** Proficient use of **Jira, Asana, Trello**, and Confluence for project planning and cross-functional communication.

Professional Experience

Owner, Developer, and Designer: Consulting and Agency Client Work *Andy Weigel Creative Web Development* | Oct 2005 – Present | Pittsburgh, PA, Hybrid

- Managed a long-term consulting practice, applying **self-directed time management** and **attention to detail** to consistently deliver effective **digital assets** for diverse clients.
- Maintained a 10+ year partnership with a creative agency, executing high-volume visual design projects that upheld strict **style guides** and **brand consistency** for their client portfolio.
- Managed the complete design lifecycle of complex **digital assets**, from initial **concept development** in **Figma** through final production and release documentation.

Lead Web Designer *SureSwift Capital* | Feb 2021 – Mar 2023 | United States, Remote

- Contributed design direction and **brand consistency** during the modernization of 25+ product sites, ensuring visual integrity across the investment portfolio.
- Designed high-performing **digital assets (landing pages, site layouts, and promotional banners**) and leveraged **A/B testing** insights to optimize visual design and drive conversion.

- Executed high-quality **responsive design** that significantly contributed to site performance, ensuring optimal loading speed and **user experience (UX)**.
- Consistently **tracked timelines and deliverables** for simultaneous projects across the portfolio, ensuring assets met strict review and release deadlines.

Web Content Manager and Migration Specialist *SANS Institute* | Jan 2025 – Aug 2025 | United States, Remote

- Directed visual integrity and **content structure** during the migration of core company sites, upholding **brand consistency** across all redesigned platforms.
- **Collaborated across cross-functional teams** (IT, Content, Security) and reviewed routing packets to ensure accuracy and consistency before asset release.
- Optimized **user experience (UX)** and visual design of migrated platforms, leveraging structured content to improve searchability and asset display.

Web Developer/Designer *Roomful Express Furniture* | Jun 2007 – Aug 2008 | Pittsburgh, PA, Hybrid

- Designed and managed all foundational **digital assets** for a new e-commerce platform, including the full website, **email marketing templates**, and digital advertising visuals.
- **Collaborated with marketing and copywriters** to execute personalized **email campaigns**, ensuring **cohesive storytelling** and design execution based on customer data.
- Designed and implemented localized **landing pages** and site assets that successfully drove in-store foot traffic and achieved key business metrics.