

# Andrea Shaver

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Andrea is a designer based in Denver, Colorado. Her work combines a background in graphic design with technology & user-centered design thinking.

## Experience

### Digital Art Director

Karsh Hagan | Denver, CO | July 2017–Present

Art Direction, Design, and assisting the Director of User Experience for clients including:

- Colorado Tourism Office
- Denver International Airport
- TD Ameritrade Institutional
- Visit Denver
- CU Colorado Springs
- The Mountain Collective

Also spearheaded agency internship program & design mentorship

### Freelance Designer (UX + Visual)

March 2010–Present

Clients include Women's Wilderness, Scaled Carvings, Farmraiser, Harm Reduction Action Center, Lennox Industries, GoLite Ads, & more

### Chair of Public Service

Ad 2 Colorado | September 2018–Present

Management & creative oversight for an annual non-profit campaign. Managed team of 20 for campaign strategy and execution. I touched a little bit of everything: Client-facing Account Management, Creative Direction, User Experience Research, and Strategy

### Graphic Designer

Young Entrepreneurs Academy | May 2016–August 2016

Website redesign and creation of marketing pieces for a non-profit that helps kids grades 6–12 start their own businesses

### Social Media Manager

RIT Office of Undergraduate Admissions | June 2014–May 2017

Manage RIT's social media campaigns to recruit new students

## Education

### Rochester Institute of Technology

Class of 2017  
Honors Program, 3.88 GPA  
BFA in Graphic Design

#### Minors

Advertising & Public Relations  
Web Design & Development  
Entrepreneurship

## Certifications

### UX Certification

Nielson Norman Group  
June 2017  
License: UXC#1018739

### General Assembly

Digital Marketing Course  
November 2018

## Recognition

### American Advertising Awards

Spring 2019

DENFiles Campaign recognized as a Judge's Choice at local competition and a Silver Winner at the District Awards

### Paperboard Packaging Alliance

Fall 2017

First place winner in the PPA Student Design challenge with the team design for the Misfit Burst singing package

### RIT Outstanding Undergraduate Scholars

Spring 2017

Top 1% academic award at RIT for academic excellence while being an active and engaged community member

## Leadership

### Ad 2 Colorado Board Member

February 2018–Present

### RIT Alumni Association Board Member

May 2018–Present

### RIT Student Government

June 2014–May 2017

**President** (June 2016–May 2017), **Vice President** (June 2015–May 2016), and **CIAS Senator** (June 2014–May 2015). Represented RIT's 18,000 students to RIT stakeholders.

## Skills

Art Direction	HTML & CSS
Adobe Creative Suite	User Interface Design
Branding & Logo Design	Prototyping
Research & Strategy	Animation
Information Design	Social Media Strategy
User Experience Design	