

Andrea (Shaver) Carpenter

andreashaver.com andrea@carpenter.us (970) 708-2243

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

Experience

Experience Designer

Karsh Hagan | Denver, CO | January 2020–Present

Lead UX Designer for Clear Creek County website - Led creation of Information Architecture, wireframes, and content strategy

UX and UI Designer for Under Canvas website - Helped update modules like navigation, hero area, and footer improvements

Digital Art Director

Karsh Hagan | Denver, CO | July 2017–Present

Art Direction, Design, Strategy, and campaign development 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 award-winning non-profit campaign. Managed team of 27 for campaign strategy and execution. I touch a little bit of everything: Client-facing Account Management, Creative Direction, User Experience Research, and Strategy

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 (13 classes completed)
Nielsen Norman Group
Jun. 2017, Aug. 2019, Apr. 2020
License: UXC#1018739

General Assembly
Digital Marketing Course
November 2018

Recognition

American Advertising Awards (District Silver)
Spring 2019 & Spring 2020

DENFiles Campaign & Gargoyle recognized as a Judge's Choice at local competition and Silver Winners at District

Ad 2 Public Service Competition (First Place)
Spring 2019 & Spring 2020

Non-profit campaign I chaired placed first nationally two years in a row for Ad 2 Public Service Competition after delivering a return on investment of 1200% for the client

Paperboard Packaging Alliance (First Place)
Fall 2017

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

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 / Design	Prototyping
User Experience Design	Animation
Branding & Logo Design	HTML & CSS
Research & Strategy	Social Media Strategy
Information Design	Adobe Creative Suite
User Interface Design	InVision / Sketch