ANDREW WEINHOFFER
WEB, UI, & BRAND DESIGN

EXPERIENCE

FREELANCE WEB UI & BRANDING
ART DIRECTOR & DESIGNER • JUNE 2007 – PRESENT

Websites, user interface, responsive front end development, and brand identity design for a variety of clients ranging from small business up to corporate enterprises. Occasionally working with other agencies like Digitas LBi, Iris Worldwide, Spark DSG, Liquid Interactive, Shadow Creative Collective.

TRUE ACTION / GSI COMMERCE / EBAY
WEB AND UI DESIGNER • NOVEMBER 2010 – SEPTEMBER 2013

Websites, user interfaces, and email campaigns. All clients were national/international ecommerce brands that leaned toward fashion and sporting goods. A few examples: Sony, Kenneth Cole, Levi's, Gevalia, Rue La La, Kate Spade.

RAZORFISH HEALTH
WEB DESIGNER • JUNE 2010 – OCTOBER 2010

Short term contract for design and production of pharmaceutical company websites, rich media banners and user interface elements.

STREAM COMPANIES
GRAPHIC AND WEB DESIGNER • JUNE 2009 – JUNE 2010

Front end design and development for small business commercial and ecommerce websites. Created print ads, brochures, direct mail pieces, and identity design.

SOFTWARE AND SKILLS

SOFTWARE
ADVANCED SKILLS WITH THESE TOOLS & APPS

Sketch 3, Sublime Text 2 (with Craft, Emmet, and sftp), Creative Suite (Ps, Ai, Id, Dw, Animate, After Effects, Acrobat Pro, Distiller). Tower Git, Git-Hub, Codekit,Basecamp, Invision, Slack, Skyfonts, Typekit, Font Explorer, Google Drive/Docs, Dropbox, Filezilla Harvest

CODING AND DEVELOPMENT
LANGUAGES AND DEPLOYMENT

Front end development skills using HTML 5 & CSS 3, Can deploy & edit jQuery plugins (but not write them, yet). Custom wordpress themes from scratch. Familiar with basics of Sass, compass, Suzy Javascript, as well as CSS Grid and Flexbox

THEORY AND PROCESS
CONCEPTS & METHODS OF DESIGN AND DEVELOPMENT

Content first and Mobile second, Responsive Design and front end development, style tiles, design in browser, Basic fundamental understanding of standard UX practices.

HIGHER EDUCATION
KUTZTOWN UNIVERSITY ● AUGUST 2004 – MAY 2009

B.F.A. in Communications Design with minors in interactive design, graphic design, and advertising design.