

Andrea Carpenter

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I call myself a **Curator of Purposeful Experiences** because I work at the intersection of being a designer, strategist, facilitator, and connector. That means I'm able to bring people together and utilize data and insights to solve complex puzzles, especially when there are missing pieces.

Experience

USER EXPERIENCE DESIGNER

Kin + Carta (formerly Spire Digital)

Denver, CO | Nov. 2020–Present

Currently working as a full-time product design consultant with AstraZeneca to build the future of clinical trial software. By leveraging UX research and discovery insights, communicating ideas visually, rapidly prototyping concepts for interactions, understanding and organizing complexities, promoting modern interaction design patterns and best practices, and working with a cross-functional teams to build and test the digital experience.

EXPERIENCE DESIGNER

Karsh Hagan

Denver, CO | January 2020–Nov. 2020

Completed customer research, user flows, information architecture, wireframes, workshop facilitation, and content strategy for two different tourism client websites.

DIGITAL ART DIRECTOR

Karsh Hagan

Denver, CO | July 2017–Nov. 2020

Art direction, design, campaign strategy, production, and campaign development for agency clients. Heavy visual design and campaign-level work. I also spearheaded agency internship program & design apprenticeship changes.

FREELANCE DESIGNER (UX + VISUAL)

March 2010–Present

Freelance design, UX, website creation, branding, and business strategy for many small businesses and non-profits.

Education

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

Minors

Entrepreneurship
Advertising & Public Relations
Web Design & Development

Certifications

UX Master Certification

Nielsen Norman Group
License: UXC#1018739

General Assembly

Digital Marketing Course
November 2018

Recognition

AD 2 PUBLIC SERVICE COMPETITION

Spring 2019 & Spring 2020 | First Place

Non-profit campaign wins first place in the Ad 2 national Public Service Competition for two years in a row.

AMERICAN ADVERTISING AWARDS

Spring 2019 & Spring 2020 | District Silver

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

PAPERBOARD PACKAGING ALLIANCE

Fall 2017 | First Place

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

Leadership & Mentorship

AD CLUB CO NEXT BOARD MEMBER

February 2018–Present

President (Jul 2021–Present), Vice President (Jul 2020–2021), Co-Chair of Public Service (Feb 2018–Jul 2021)

RIT ALUMNI ASSOCIATION BOARD OF DIRECTORS

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)

Skills

User Experience Design
Workshop Facilitation
Wireframing
Information Architecture
UX Research
Prototyping
Animation

Figma
User Interface Design
Art Direction / Design
Branding & Logo Design
Creative Strategy
Traditional & Digital Solutions
Detail-Oriented