

Andrew Jonathan Wallerstein

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Summary

Highly skilled 20-year UI/UX and visual design veteran with outstanding interpersonal, writing, leadership, and client-relations skills. Has wireframed, architected, designed, and managed websites for giants like PR Newswire and Prudential Douglas Elliman to small businesses and charitable organizations, including usability and information design factors.

Experience

Madison Performance Group: UI/UX and Visual Design Manager January 2014 – February 2017

Took a small, failing UI/UX design function and turned it into a dynamic and agile team with a mandate to drive innovation and process rather than follow them. Designed and managed the Madison Performance Group's signature social recognition SASS platform, as well as custom-skinned and private-labeled versions for clients including Lockheed to Texas Instruments. Also designed several web applications for custom clients including Accenture, Audi, Lockheed Martin, Siemens, Kawasaki, Genentech, Takeda Pharmaceuticals, and Texas Instruments. Originally hired as a designer, within six months Andrew was named team lead, then team Manager one year later. (Adobe Creative Suite, HTML5, XHTML, JavaScript, Bootstrap, Kendo UI)

Contract Freelance: UI/UX and Visual Web Design November 2009 – January 2014

Design and technology contracts for private clients. Projects included, but were not limited to, web and print design, training, digital video, and image-retouching.

Skill sets utilized while working with varied freelance clients (see below) included, but were not limited to: Adobe Photoshop, Illustrator, Dreamweaver, InDesign, and Flash, ActionScript, HTML 5, JavaScript, CSS, wireframing (using Adobe Illustrator, Photoshop, Visio, and Axure), UI/UX design for Web and mobile applications, as well as graphic information design and architecture for Web and print applications.

- Novo Nordisk
Numerous design projects from printed supplements to Flash animation for their new Princeton headquarters (Adobe CS, Flash, ActionScript)
- Elsevier
Medical education supplements for physicians and other health care professionals (Adobe CS)
- The Giving House
UI/UX and website design for real estate charity founded by VP's from Prudential Douglas Elliman (Adobe CS, Axure, Flash, ActionScript, HTML5, CSS, JavaScript)
- Various Legal and Political Clients
UI/UX and website design for prominent NYC criminal defense attorneys (Adobe CS, Axure, Flash, ActionScript, XHTML, CSS, JavaScript), and local politicians (Adobe CS, XHTML)
- CGI Dezine
Website and UI/UX design for boutique biotech design agency and their clients (Adobe CS, Axure, Flash, ActionScript, XHTML, CSS, JavaScript)
- Shield Industries
UI/UX and website redesign for industrial cleaning product manufacturer (Adobe CS, Axure, XHTML, CSS, JavaScript)

Prudential Douglas Elliman: Web Art Director October 2006 – November 2009

Designed and managed the Douglas Elliman corporate Web site, the president's personal Web site, as well as numerous web design, mobile web, and mobile app projects for subsidiaries, new developments, apartments, homes, and undeveloped real estate. Responsible for Marketing, SEO, and client relations for all of the above. (Adobe Creative Suite, HTML5, XHTML, JavaScript, ActionScript)

Full-Time Freelance: UI/UX, Print Design, Visual Web Design March 2001 – October 2005

Print design, UI/UX, competitive intelligence, and forensic graphics projects for a number of clients including but not

limited to:

- The National Football League
Print piece and additional marketing materials for NFL Europe properties (Adobe CS)
- Confrimit
UI/UX, website, and corporate identity design for leading web survey platform (Adobe CS, Flash, ActionScript, XHTML, CSS, JavaScript)
- Kroll Associates/TrialGraphix
Information graphics for litigation clients, lectured staff on the principles of information architecture and design (Adobe CS)
- Liggett Tobacco
Package design, advertisements, and point of purchase displays for multiple cigarette brands (Adobe CS)
- Marinelli Associates
UI/UX, print, and web design projects for boutique advertising agency and their clients (Adobe CS, Flash, ActionScript, XHTML, CSS, JavaScript)

PR Newswire: Senior Graphic Designer, Visual Web Designer, Art Director February 1995 – March 2001

Led a team of 15 print and Web designers. Designed the corporate Web site as well as sites and content modules for clients ranging from the New York State Lottery and Ford Motors to Apple and Microsoft. Additional responsibilities included client relations and leading in-house corporate intelligence unit. (Adobe and Macromedia applications, HTML, JavaScript, ActionScript)

Education

Bachelor of Arts, Vassar College 1989 - 1993

Bachelor of Arts in Film and Video production, with a minor concentration in computer graphics.

Additional Studies 1997 - Present

Advanced certificates in competitive analysis and intelligence, as well as Adobe Flash, Photoshop, Dreamweaver, InDesign, and other related applications.

Skills

Adobe CS5 (Including Photoshop, Illustrator, Dreamweaver, Flash, and InDesign), MS Office Suite, Quark Xpress, Apple Final Cut and Logic. Wireframe tools include Axure, Vizio, and OmniGraffle. Extensive experience with digital photography/video, JavaScript, CSS, SEO, and interface design. Seamless integration of design with programming and marketing requirements and strong knowledge of HTML, XHTML, CSS, JavaScript, and ActionScript.

References

Kristen Megargee	Principal, CGI-Dezine, Princeton (609.240.1408)
Steven Cid	Vice President, Prudential Douglas Elliman, New York City (917.327.8765)
Maryann Merolla	HR Director, Madison Performance Group, New York City (212.339.2923)