



ANDREA ZEGARRA

Design / Branding / Strategy

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ABOUT

I specialize in visual design, brand development, and creative strategy. Believing that the best results are rooted in design thinking, I am passionate about design systems, product design, and user research. Mentorship and design direction is something I thoroughly enjoy as a way to challenge, encourage, and inspire designers to become better visual communicators.

KEY SKILLS

Adobe Creative Suite
Sketch
Abstract
InVision
Wireframes/Prototypes
SAFe Agile Training
Salesforce Training
Microsoft Office Suite
Design Systems
Brand Development
Public Trust Clearance
Service Design Methods
Art Direction
Creative Strategy
User Research
Fluent in Spanish

EDUCATION

Ringling College of Art and Design

BFA in Graphic and Interactive Communications
Minor in Business of Art and Design, 2011

General Assembly, User Experience Design

Twelve week part-time design course in Washington D.C., 2014

EXPERIENCE

Senior Visual Designer, Associate Design Manager

FJORD / Accenture Federal Digital Studio, 2019–Present

Managed a cross-disciplinary user-centered design team on a federal project that produced 65+ responsive screens for 14+ major product releases using an iterative agile process.

Visual design lead for creation and implementation of a design system, including writing all guidelines, managing governance, and used across workstreams by designers and developers.

Fostered relationships and communication between design teams and developers, account team, product, and business owners.

Planned and facilitated client-facing and internal design process and reviews, including all product demos and PI Planning presentations.

Career Counselor for select number of visual designers, ensuring career growth and mentorship. Helped lead recruitment and on-boarding of visual designers, along with providing insight and leading studio and visual design initiatives.

Visual Designer, Design Consultant

FJORD / Accenture Federal Services, 2018–2019

Implementation and execution of user experience and service design methods to help prioritize product development recommendations for clients.

Produced wireframes, prototypes, and high-fidelity visual designs, ensuring Section 508 compliance and accessibility of all visual components.

Contributed to business development efforts by creating journey maps, blueprints, marketing collateral, and workshop materials, resulting in a budget increase for new contract year.

Lead Graphic Designer + Brand Manager, Global Marketing

Digital Management, LLC, 2015–2018

Marketing lead-generation content for global distribution. Content included ebooks, trend reports, landing pages, paid media, infographics, and additional sales follow-up materials.

Lead Graphic Designer, Marketing

Digital Management Inc., 2014–2015

Graphic Designer, Marketing

Digital Management Inc., 2013–2014

Design Intern, Digital Team

Fleishman-Hillard International Communications, 2012

Freelance Designer

2013–Present

Clients: Novella Skincare & Wellness, Bittersweet Zine, Bernard Hodes Group, Adfero, Catalone Design Co., Discovery Creative, Smith+Gifford, Anemone Design, SOL Ministries, Novella Improvement & Design, Capital Techies, Sassy & Fancy Girls Spa, Skin Against Chemicals, Boundary Cyber Security, Audley Consulting Group, One Street Real Estate, and TIC Security.