

ANDREW WEINHOFFER

WEB, UI, & GRAPHIC DESIGN

AISFORANDREW.COM

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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 10 – SEPTEMBER 13

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 10 - OCTOBER 10

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 09 - JUNE 10

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

TOOLS & TALENTS

SOFTWARE

APPLICATION WORKFLOW

Sketch 3 (Mirror, Sketch Measure, Dynamic Buttons), Git Tower, Git-Hub, Codekit, Sublime Text 2 (with Emmet, SFTP, BracketHighlighter, Sass, JsLinter), Basecamp, Adobe Creative Suite 6 (Ps, Ai, Id, Dw, Acrobat, Distiller).

CODE

DEVELOPMENT WORKFLOW

Front end development skills using HTML 5 & CSS 3, with Boilerplate base. Can deploy & edit jQuery plugins (but not write them, yet). Custom wordpress themes from scratch. Just starting to work with Sass, compass, and Javascript.

THEORY

CONCEPTS & METHODS OF DEVELOPMENT AND DESIGN

Mobile First, Responsive Design and development, style tiles, atomic design principles, & design in browser.

EDUCATION

KUTZTOWN UNIVERSITY

COMMUNICATION DESIGN | AUG 04 – MAY 09

Bachelor of fine arts with minors in interactive design, graphic design, and a partial minor in advertising design.