

# ANDREW GRIFFITHS

## CONTACT

Austin, TX, USA

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+1 (512) 905-6247

<https://andygriffithsdesigns.com>

## SKILLS

Web Design  
Art Direction  
Illustration  
Brand Identity  
Packaging Design  
Digital Marketing  
Logo Development  
CSS / HTML  
Experience Design  
Graphic Design  
Communication  
Project Management  
Budget Management  
Leadership  
Time Management

## SOFTWARE

Adobe Creative Suite  
WordPress  
Blender 3.0  
Figma  
MailChimp  
SmartSheet  
Microsoft Office  
Customer.io  
Google Analytics  
Google Suite

## VOLUNTEER / LEADERSHIP

Creative Director  
*Dell Technologies World / Texas Immersive Institute*

Experience Designer  
*Texas Immersive Institute*

Art Director  
*Texas Creative*

## PERSONAL PROFILE



Results-oriented Graphic Artist successful at applying technical skills to create art that informs and engages customers. Clear communicator and collaborative team player with an eye for detail and skill in customer relations. Proficient Designer knowledgeable about logos, marketing materials and website design. Demonstrated success at providing complete business services to corporate clients.

## WORK EXPERIENCE



### 2021 - Present **Communications and Outreach Coordinator**

*Graduate Assistant, Dell Medical School - The University of Texas at Austin*

- Created and implemented print and digital public awareness campaign to increase awareness of TCHAT and CPAN.
- Oversaw staff development through in-depth trainings, workshops, seminars and other learning opportunities.
- Worked with senior Directors to coordinate team development activities and trainings.
- Delivered services as web developer and webmaster, acting as project manager for platform transition.
- Troubleshot technical issues and optimized websites for search engine optimization, performance and accessibility.

### 2021 **Visual Designer (Internship)**

*DesignInk Digital, Remote*

- Created user-centered designs with integrated marketing information, creative assets and design patterns.
- Targeted visual designs on specific audiences and applications.
- Engaged clients and maximized satisfaction by gathering requirements and incorporating feedback from initial visuals.
- Followed and applied brand standards for consistency across visual designs.
- Suggested enhancements to product design that would improve user experience.
- Conceptualized brand identity and developed unique accompanying graphic style and tone for use in communications.

### 2019 - 2020 **Assistant Bar Manager / Bookings Manager**

*The Yard, London, UK - Laid off due to COVID*

- Kept alcoholic beverages well-stocked and organized to meet expected demands.
- Strategized plans to increase bar revenue through innovative promotional concepts, specialty drinks and customer-focused events.
- Crafted special drink and cocktail menu items for seasonal offerings.
- Took customer orders and capitalized on opportunities to sell special beverage and food options.
- Oversaw preparation and management of event budgets to deliver at or below projected costs.
- Produced detailed proposals for events to document timelines, suppliers and budgets.
- Collaborated with staff members to make accurate reservations.

## EDUCATION



### 2022 - Present **Master of Arts: Advertising**

*The University of Texas at Austin, Austin, TX*

### 2019 - 2021 **Bachelor of Arts: Advertising**

*University of the Arts London: London College of Communication, London, UK*

### 2015 - 2017 **Associate of Arts: Advertising / Graphic Design**

*Falmouth University, Falmouth, UK*

## ACHIEVEMENTS



### 2022 **Co-Author**

*More Money, More Nostalgia*