

AB

ANDREW BARRETT

CONTACT

andrewmartinbarrett.com
andrew2014b@gmail.com
(513) 410 - 6904

SKILLS

Design & UX

UX/UI Design
User Flows
Wireframing
Prototyping
Usability Testing
Responsive Web Design
Information Architecture
Branding & Visual Identity
Packaging Design
Motion Graphics
Trade Show Graphics

Marketing & Brand

Brand Strategy
Product Launches
Campaign Development
SEO/SEM
Google Analytics
B2B & B2C Marketing
Social Media Management
Content Strategy
Content Creation

Tools & Platforms

Figma
Adobe Creative Cloud
Shopify
Optimizely
Microsoft 365
Asana
Trello
Mailchimp
JD Edwards

EDUCATION

Miami University | 2019

Bachelor of Fine Arts: Graphic Design (Cum Laude, Dean's List)

EXPERIENCE

Brain Rot Creative

Founder & Brand Lead | 2024 - Present

- Built and manage a direct-to-consumer ecommerce brand using Shopify, overseeing brand strategy, digital experience, merchandising, and customer acquisition.
- Designed and optimized website experiences, product pages, and marketing campaigns to support customer engagement and online sales.
- Execute SEO, paid social, email marketing, and content strategies while maintaining a cohesive brand identity across digital channels.

KYOCERA SENCO Industrial Tools

Graphic Designer | 2023 - Present

- Design and maintain digital experiences including landing pages, product pages, promotional campaigns, web forms, ecommerce content, and customer facing website initiatives.
- Collaborate with developers and product managers to improve website usability, content organization, and overall customer experience.
- Conduct usability testing and user feedback sessions for SENCO's B2B portal, identifying opportunities to improve navigation, workflows, and user adoption.
- Develop product packaging, trade show environments, photography, video content, and launch materials supporting new product introductions.

Ripple Junction Design Co.

Mid-Level Graphic Designer | 2022 - 2023

Graphic Designer | 2019 - 2022

- Designed licensed and original apparel collections for major retail partners including Walmart, Target, Hot Topic, and Urban Outfitters.
- Collaborated with licensing, merchandising, sales, and production teams to develop market-ready products from concept through execution.
- Mentored interns and contributed to high-volume design initiatives across multiple licensed properties and retail programs.

Staycool

Graphic Designer | April - June 2023 Contract

- Developed apparel graphics and visual direction for a music and apparel collaboration project in partnership with the brand founder.

Miami University - Communications & Marketing

Marketing Intern | 2017 - 2019

- Created digital and print marketing materials supporting campus programs, events, and communication initiatives.

Huffy Corporation

Graphic Design Intern | 2018

- Designed bicycle graphics, colorways, and finish concepts supporting product development initiatives.