ANDREW BARRETT

CONTACT

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(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

KYOCERA SENCO Industrial Tools
Associate Brand Marketing Manager | 2026 - Present
- Support web design, UX improvements, ecommerce, PPC advertising, and digital marketing initiatives.
- Collaborate with cross-functional teams on brand strategy, product launches, and packaging.

Graphic & UX/UI Designer | 2023 - 2026
- Designed landing pages, product pages, web forms, and ecommerce experiences.
- Collaborated with developers and product managers to improve website usability and navigation.
- Conducted B2B portal usability testing to identify improvements to user workflows.
- Created packaging, trade show graphics, photography, video, and product launch materials.

Brain Rot Creative
Founder & Designer | 2024 - Present
- Built and manage a Shopify ecommerce brand, overseeing strategy, design, and customer acquisition.
- Design and optimize navigation, product pages, cart, checkout, and responsive mobile experiences.
- Execute SEO, paid social, email marketing, and content strategies while maintaining a cohesive brand identity across digital channels.

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.