

ANDREW ROSS

Freelance Graphic Designer

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📍 Philadelphia, PA

in [LinkedIn](#)

WORK EXPERIENCE

Graphic Designer

Comcast NBCUniversal

📅 October 2020 - current

📍 Philadelphia, PA

- Spearheaded the redesign of the Comcast NBCUniversal's main website, resulting in a 31% increase in user engagement.
- Designed an average of 30 high-quality images per week for social media channels, driving a **42% increase in follower growth and engagement**.
- Led a team of 5 junior graphic designers and provided mentorship, which increased overall department output by 18%.
- Created over 50 custom infographics for blog posts and social media channels.

Junior Graphic Designer

Warby Parker

📅 June 2017 - October 2020

📍 Philadelphia, PA

- Supported the redesign of Warby Parker's online catalog, resulting in a 24% increase in user session duration
- Conducted photo editing for product images using Adobe Photoshop, **increasing sales by 12%**.
- Used Asana for task management to streamline workflows and reduce project completion time.
- Assisted in the development of an in-store customer feedback system, resulting in a 33% increase in collected feedback.

Graphic Design Intern

Urban Outfitters

📅 May 2016 - May 2017

📍 Philadelphia, PA

- Contributed to the design of in-store promotional materials, helping drive a 16% increase in foot traffic in seasonal sales.
- Used Adobe Photoshop to edit and enhance product images.
- Collaborated with the design team to create social media graphics, contributing to a **27% increase in follower growth**.
- Used Sketch to create mockups for Urban Outfitters' mobile app update, which saw an increase in user ratings by 0.5 stars.

EDUCATION

Associate in Fine Arts (AFA) in
Graphic Design

Community College of Philadelphia

📅 2013 - 2017

📍 Philadelphia, PA

SKILLS

- Adobe Photoshop
- Adobe InDesign
- Sketch
- GIMP
- Font Squirrel
- Unsplash
- Asana
- CorelDRAW