www.AndresLemonk.com
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P. 917.773.8657

ANDRES
LEMONK

CAREER PROFILE

A creative team player with the ability to successfully convert ideas to goals, inspire teams and create interactive experiences. With over seven years of experience in web design, Andres has specialized in User Interface and User Experience Design, Art Direction and Product Design.

While he was working in the advertising industry, he designed sites for brands like: Coach, Morgan Stanley, Axe, Vaseline and more.

His credentials include a Bachelor of Fine Arts degree in Graphic Design and an Associate degree in Computer Science. He is based in Brooklyn - NY, where lately he has been involved in various projects doing UX research, usability testing, and translating insights to UIs and prototypes based on user center design.

SKILLS

Softwares
Sketch App
Adobe Photoshop
Adobe Illustrator
Omnigraffle
Invision
Framer
Adobe Premiere
Adobe After Effects
Wordpress & Joomla

Coding
HTML5, CSS,
Javascript, PHP,
Bootstrap

Languages
English
Spanish
Basic Portuguese

PROFESSIONAL EXPERIENCE

UX/UI Lead Designer
Blue Ridge Labs - Robin Hood Foundation
June 2016 - October 2016

Participated on the Blue Ridge Labs fellowship part of the Robin Hood Foundation, a tech incubator program for social good in NYC.

Collaborated on the design track by bringing his expertise as a UX and UI designer. Did user research about the current issues affecting the lives of New Yorkers, by doing focus groups and 1:1 Interviews. Created wireframes and prototypes and did usability testing and behavioral research.

Ideated different solutions and strategies to improve the experience of limited English proficiency population, focusing on lowering the language access barrier.
Designed and produced a technology pilot called UNO - Interpreter Training and Marketplace.

Freelance as an Art Director and Interactive Designer

www.andreslemonk.com
August 2014, June 2016

Collaborated in various interactive projects for different industries, from concept development, art direction, wireframing, prototyping, to design and development.

Worked on various projects with different teams and different workflows, involving various clients, creative directors, UX Directors, visual designers, information architects, developers, marketing specialists.

Sr. Art Director

Sapient Nitro
August 2013 - August 2014

Provided creative leadership and technical knowledge for global brands.

Focused on art direction, worked and led projects for global brands, by visually projecting and creating unique experiences.

Involved from start to finish on various projects, led A/B testing, QA and JIRA tickets.

Followed by brand guidelines and style guides, worked close to clients to expand and grow global initiatives and resources on the digital field.

Key Projects

- Coach

Link: www.coach.com
Coach is a leading American design house of modern luxury accessories.

Achievements:
Re-Designed new areas for the website working closely with the client needs, IA and marketing teams.

Brought an easier and better experience for users on the category pages, product landing pages, product details pages and check-out process.

Led and kept brand consistency overall the project, working with other designers and IA.

Built new brand guidelines and a style guide for the client to use in any of their initiatives.

Art Director and Interactive Designer
Lemonk Design Group
June 2007 - August 2013

Known as a creative responsible for producing innovative concepts and ideas for all kinds of media.

Focused on Art Direction and User Experience and involved at every stage of the production process such as conceptualization, brand design, prototyping and wireframing, development, illustrating and storyboard Creation.

Managed, built, mentored, and diversified creative teams.
Worked with developers to successfully complete client's requirements.

Developed and framed creative concepts according to creative brief requirements and brand guidelines. Communicated design visions and rationale clearly to clients and design teams. Involved in developing the clients culture and quality standards.

Freelance Interactive Designer
www.andreslemonk.com
August 2012 - May 2013

Collaborated in various interactive projects for different industries, from concept development, art direction, wireframing, prototyping to design and development.

Freelance
2007

Collaborated in various projects on the web and design field, from concept creation, illustration, 3D, to motion graphics.
Key Projects
Chapstick 3D modeling, texturing and animation.
Expotypo event, 3D modeling and animation

EDUCATION

Producing Commercials
Continuing education course
School of Visual Arts
New York, NY, USA
2011

Cinematography, Continuing education course
School of Visual Arts
New York, NY, USA
2011

Bachelor of Fine Arts in Graphic Design
Universidad Jorge Tadeo Lozano
Bogotá, Colombia
2007

Computer Science Associate Degree
Pontificia Universidad Javeriana
Bogotá, Colombia
2003