

ANDREA

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RIVERA HURTADO

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PROFILE

Creative, detail oriented designer with 6 years of experience in product, packaging, graphic, jewelry, and furniture design. Quick and eager learner with excellence in solving problems through creative solutions. Experience in project management, market research and brand identity. Known for being extremely organized and delivering high-quality work within strict timelines and within budget.

AWARDS

Ken Hunnible Award, "For an Exceptional Attitude and Excellence in the Design Process". Awarded by the faculty of the Industrial Design, Department Division of Architecture and Design, Rhode Island School of Design. *Commencement 2009*

SKILLS

- Fluent in English & Spanish
- Macintosh & PC use
- Microsoft PowerPoint, Excel, Word & Outlook
- PhotoShop
- Illustrator
- Basic Flash
- Basic Dreamweaver
- Basic HTML/CSS

- Basic SolidWorks
- Strong client communication
- Office management
- Project management
- Free-hand sketching
- Model making techniques
- Wood/metal/ ceramics/ plastic working processes and equipment handling.

EDUCATION

Bachelor of Fine Arts in Industrial Design
Rhode Island School of Design (RISD)
Providence, RI
May 2009

International Baccalaureate Diploma,
Higher level Art & Spanish
Academia Britanica Cuscatleca (ABC)
San Salvador, El Salvador
June 2005

EXPERIENCE

Morris & Reynolds Insurance Digital Marketing & Technology Coordinator

JULY 2012 - PRESENT

- Contributed to modernization of company's promotional materials, including developing tracking tools for new and old initiatives, allowing for ROI tracking.
- Redesigned company's website to improve usability, design and conversion; including developing strategies to drive online traffic through social media initiatives, specifically a blog by the CEO and email marketing distribution.
- Implemented Google Analytics reporting, that since implantation shows bounce rate reduction by 15%.
- Lead Project Coordinator with ongoing CQI initiatives to ensure project success, including procedural development and departmental training for:
 - » Protection Portal Project; moving it from concept to the pilot testing phase within 6 months of hire. *(For Commercial Lines Department and out-sourced team in China.)*
 - » Broker Briefcase Project; moving it from concept to implementation in 3 months. *(All Departments. Emphasis on Personal & Commercial Lines staff and out-sourced team in China.)*
- Developed several administrative/operational procedures as well as procedures for IT related practices. (100+ procedures from 2012-2015.)
- Coordinated & oversaw all steps in the installation of new telephone, cable & internet provider, ensuring roll out went smoothly and staff operations remained uninterrupted.
- Work closely with senior management, external vendors and advisors; while researching and recommending new products, technologies and services to improve productivity.
- Supervised administration and maintenance of phone and computer stations; including helping with troubleshooting and resolving IT related issues while providing answers in a timely manner, ensuring that staff was always operational.
- Document branding for internal & client facing literature (50+ documents from 2012-2015).
- Assisted COO in various business process reengineering projects as well as employee recruitment, which included filtering resumes and making first contact with candidates.
- Assisted COO with temporary supervision of Administrative Staff. This was an acting position and on an 'as need' basis during the COO's absence.
- Developed staff training sessions and materials for Excel, Word, and Benefit Advisors Network project.

ARH Design [Freelance Work] FEBRUARY 2011 – PRESENT

Client: LH Arquitecto (San Salvador, El Salvador)

- Photo editing, Facebook page maintenance, and design print/web advertising material.

Client: Centro de Especialidades Odontológicas (San Salvador, El Salvador)

- Design print/web advertising material.

Client: Chef Geraldina Argueta-Kratzke (Miami, FL)

- Business card design.

Client: Asociación Estima (San Salvador, El Salvador)

- Logo re-design while keeping organization's image, making brand more contemporary.
- Design and color swatch delivery in multiple formats for client's use.

- Client:** **Xadia Coffee Experts Inc. (Homestead, FL)**
- Business card, stationary & t-shirt design, as well as printing pricing research for client.
- Group Travel USA [Student Adventure Tours] Art Director/Operations Assistant** **JUNE 2011 - NOVEMBER 2012 (Pincrest, FL)**
- Designed print and web advertising material.
 - Website/Blog design and management.
 - Utilized social media outlets as a cohesive strategy for marketing and promotion of the group travel company.
 - Contributed in increasing team efficiency by giving support both operationally and administratively. (Included: preparing outgoing mail to clients and suppliers/vendors, trip fulfillment assistance, updated the company's finance department with expenses and costs for trips being fulfilled, client invoicing, prepared itineraries for clients' travels, and other miscellaneous duties).
- SigmaQ Webmaster** **OCTOBER 2009 - JANUARY 2011 (Soyapango, El Salvador)**
- Maintenance and design of SigmaQ website.
 - Website content development (news, articles, videos, posters, documents, animations & graphics). For this I attended company presentations, activities, events & trade shows.
 - Website advertisement development and execution through email delivery.
 - Mediated and supervised web developer.
 - Trend and statistical analysis of website's performance (Increased visits by 84%, increased page views by 58% and reduced bounce rate by 8%).
 - Design collaboration on overall new corporate image launch (Intranet, mobile and sister websites).
 - Conducted client satisfaction surveys for the company's Marketing Department and managed social media outlets (mainly YouTube).
- Note: Left job due to relocation.
- Universidad Don Bosco Ergonomics Professor** **JUNE 2010 - OCTOBER 2010 (Soyapango, El Salvador)**
- Ergonomics professor for Industrial Design (Humanities Faculty, Department of Graphic Design). Created daily lesson plan, activities and lectures.
 - Wrote and graded student examinations and assignments.
 - Participate in department meetings and activities.
- Note: Left job due to relocation.
- Escuela de Comunicaciones Monica Herrera Guest Panelist & Professor** **MAY 04 & AUGUST 10/11 2010 (Santa Tecla, El Salvador)**
- Panelist in lecture "The Importance of Prototypes in the Design Process" for the event "72 Hours of Design".
 - Taught two classes to 4th year students on "The Importance of Prototyping in Product Design" for the Industrial Production workshop (Strategic Design Department).
- Rhode Island School of Design Metal & Wood Shop Monitor / Teacher Assistant** **FEBRUARY 2007 - MAY 2009 (Providence, RI)**
- Industrial Design Department**
- Supervised the Metal and Wood workshops after and during class time.
 - Provided guidance to students who were learning the machines as well as helped them solve design issues.
 - Served as a Teacher's Assistant to Professors during class time.
- Teacher Assistant** **Continuing Education Office**
- Assisted professor in an Art History class.
 - Gave tours of the RISD Museum to groups of pre-college students.
- Resident Assistant** **Resident Life Office**
- Coordinated activities for dormitory floor of 30 students.
 - Provided guidance to students adjusting to college life.
 - Planned social events and problem-solved roommate conflicts.
 - Worked as a team with other resident assistants.
 - Planned and participated in university's activities.
- Office Assistant** **International Programs Office**
- Helped in office related activities, such as; organizing, answering phones, & data entry.
 - Answered student's questions regarding their international status, exchange programs and activities regarding international programs offered.
 - Organized, supervised and participated in International Student Orientation.
- Program Orientation Leader** **Student Affairs Office**
- Organized Orientation for the Fall 2007 incoming students.
 - Worked as a team with three other Program Orientation Leaders.
 - Organized and supervised the training of a group of 50 Orientation Leaders, activities before, during and after Orientation.
 - Worked with several university offices and provide guidance to Orientation Leaders and incoming students.
- Note: Left jobs due to having graduated from the institution.