**Cesar Andon**

Digital Media Specialist • New York, NY • 347-320-7179 • cesarandon092@gmail.com • [linkedin.com/in/cesarandon/](http://linkedin.com/in/cesarandon/) • [cesarandon.com](https://www.cesarandon.com/)

**SKILLS**

HTML, CSS, Javascript, SEO, Google Ads, Google Analytics, CMS, Adobe Creative Suite, UX Design, Prototypes, Agile Development, Communication, Social Media, Team Collaboration, Web Content Management, Organizational Skills, Project Management

**TOOLS**

Figma, Zeplin, Adobe XD, Adobe Creative Suite, WordPress, Drupal, Asana, Notion, Maze, Slack, Sketch, Visual Code Studio, Dreamweaver, Google Analytics, Constant Contact, Canva, Google Workspace, Microsoft Office Suite

**EXPERIENCE**

**UX Designer |** Mentiv | New York, NY 04/2023 - Present

* Teamed up with the lead developer to execute a technical handoff and a thorough UX audit, meticulously assessing the design system and high-fidelity mockups, leading to a design-driven, user-consistent implementation.
* Led the redesign of the user interface, resulting in a 25% increase in user engagement and a 20% decrease in bounce rates, demonstrating a significant improvement in the overall user experience.
* Leveraged UX design principles, gamification, UX laws, and Web Content Accessibility Guidelines (WCAG) to deliver a high-fidelity product with visual design specifications and technical documentation during hand-offs.

**Inventory Specialist |** Best Buy | New York, NY 09/2019 - 01/2023

* Applied strong organizational skills to track products, handling filing of incoming/outgoing truck invoices and customer orders.
* Assisted sales associates in locating various products while also utilizing store tools such as the Planogram application.
* Multitasked various projects resulting in accurate daily stock counts and a decrease in customer wait time for online orders.

**Communications Specialist |** LaGuardia Community College | Queens, NY 03/2015 – 08/2019

* Integrated SEO initiatives with Google Analytics, employing custom event tracking and user ID tracking. This approach delivered a 20% rise in organic traffic and a commendable 15% improvement in overall site engagement.
* Monitored and managed departmental social media channels and content, actively responding to public inquiries and comments, fostering positive engagement, and maintaining a responsive online presence.
* Utilized Adobe Creative Suite to design and optimize banners, graphics, and images, enhancing the overall visual impact and user engagement on departmental web pages.
* Generated and streamlined extensive digital assets ranging from text, videos, and images while developing and operating new web pages through WordPress for departments located throughout the campus.
* Collaborated with department leaders and stakeholders when creating landing page layouts and email blasts while incorporating modern UX design practices to increase visitor engagement, resulting in a 15% increase in user engagement.

**Web Content Specialist Intern** | Webline Designs | New York, NY 01/2014 - 05/2014

* Updated weekly email blasts using Constant Contact to send out future business-related networking events to registered users.
* Managed the monthly production of newsletters for external audiences, with a key focus on increasing social media shares and broadening organic reach.
* Conducted meticulous reviews of existing client’s websites content, optimizing for accuracy and usability within tight timelines, resulting in tangible improvements in organic traffic metrics.
* Operated content management systems such as WordPress to create and add content to redesigned websites for various clients.
* Demonstrated excellent communication skills, particularly in writing and editing for plain language and AP style, fostering clear and concise messaging for diverse audiences.

**EDUCATION**

**B.A. Media Studies | CUNY Hunter College | New York, NY** 01/2018 - 06/2022

**A.A.S New Media Technology | CUNY LaGuardia Community College | Queens, NY** 01/2011 - 05/2015