



THE RÉSUMÉ OF

Gina Whitty (Andracchio)

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OBJECTIVE

The aspiration to contribute my multi-disciplinary talents into a company that recognizes my dedication to meeting the triple bottom line, strategy, organization, motivation, and communication skills so as to advance that institution's mission and goals.

SUMMARY

Experience is an accumulation of education and working knowledge where my skills in design and technology research, analysis, and synthesis are put to use and result in crafting enjoyable experiences.

PROFESSIONAL EXPERIENCE

Several years leading design and technology teams in order to drive visual communication, business strategy, interactive technology and creative direction. Worked independently and as a team member among groups of marketers, designers, engineers, organizations and art directors on work that has resulted in sales and revenue boosts, expanded company exposure, customer retention, increased communications, and improved information architecture. Extensive practice user testing, strategizing and executing interactive designs, web sites, applications, and electronic communications, as well as business identities.

product manager :: OpinionLab, Inc.
JULY 2016 - CURRENT

lead ui + ux designer :: Manning Digital
OCTOBER 2013 - NOVEMBER 2014

product owner :: OpinionLab, Inc.
DECEMBER 2014 - JULY 2016

design specialist, fin tech :: Gate 39 Media
JANUARY 2013 - OCTOBER 2013

product manager :: LendSquare
DECEMBER 2012 - NOVEMBER 2014

web developer :: University of Iowa,
Iowa Memorial Union, Marketing and Design
DECEMBER 2008 - JULY 2009

SKILLS

Expert in product and design strategy :: research, analysis, synthesis, delivery. Experience leading teams to drive crafting of enjoyable digital experiences, particularly through borrowed pieces of frameworks like XP, lean + agile practices. Knowledge of mobile app, website and CMS development, and SEO techniques.

GRADUATE EDUCATION

MASTER OF FINE ARTS
SAVANNAH COLLEGE OF ART AND DESIGN
FALL 2010 - SUMMER 2012

Focused on graphic design while also studying sustainability, interactive design, industrial design, printmaking, bookmaking, and type face design while honing strategies and methodologies.

UNDERGRADUATE EDUCATION

BACHELOR OF FINE ARTS
UNIVERSITY OF IOWA
FALL 2005 - SPRING 2009

Received liberal arts degree from Iowa in graphic design, while holding photography and ceramics as secondary areas of concentration.