

## SUMMARY

**ANDY TWOMEY** is a creative professional with ten years of experience digital design, email marketing, and front-end development.

He has seven years of experience in higher education marketing, where he designs award-winning creative that exceeds fundraising goals.

## SKILLS

web, email, UI, and interactive design  
cultivating the user experience (UX)  
front-end development  
email development  
responsive design  
wireframing and prototyping  
personas and moodboards  
design for print  
marketing strategy  
creative writing

### Tools

Photoshop  
Sketch  
InVision Studio  
InDesign  
Dreamweaver  
Flash  
Illustrator  
Salesforce Marketing Cloud  
iModules  
WordPress  
Drupal  
Basecamp  
Smartsheet  
Office

### Languages

XHTML, HTML 5  
CSS 3, SASS  
Javascript, jQuery, React.js  
amp script  
SVG  
actionsript

## EXPERIENCE

**Tufts University** Feb 2011 - present

As the Senior UI Designer for Communications and Marketing, I take a vague ideas and turn them into something beautiful. My portfolio includes creative for web, email, apps, and print. As a designer in the digital space, I have lead the creative effort behind million dollar campaigns. Management experience includes working with a stable of freelancers, leading the email marketing team, and guiding that same team through an intense period of reimagining how the digital marketing process works at Tufts.

Previous Roles: Web Designer, Web Specialist

**Pearson Education** March 2010 - September 2010

At Pearson, I created educational games and websites for high school biology and chemistry programs. One project included developing an interactive on and offline book platform through WordPress to help students gain the sense of wonder biology textbook authors were trying to convey.

**nSight** December 2009 - June 2011

At nSight my focus was on web based contract work at several companies, including Fed-Ex, Pearson, and Tufts University. I gained valuable experience in digital design, working within teams, and learning from others.

**TWOMEY, ANDY** ☎

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## EDUCATION AND HONORS

**M.A. Interactive Design and Game Development**, March 2012  
Savannah College of Art and Design, Savannah GA

**B.S. Digital Arts** Magna Cum Laude, May 2009  
Springfield College, Springfield MA

**The Agent of Innovation Award** (Tufts Distinction Award)  
for creating new paths to excellence

**The A. Allen & Pearle Aaron Art Award**  
for outstanding achievement in Digital Arts  
Springfield College