

ANDREA TATE

 andreamtate@gmail.com |  604 782 4723
 andreatate.ca |  linkedin.com/in/andrea-tate

Summary

Creative and empathetic designer, skilled in end to end Product Design, from research and ideation to prototyping and testing on cross-functional teams. Experienced with creating digital products that balance business goals and user needs. Passionate about translating real world problems into intuitive, impactful experiences across mobile and web platforms.

Tools: Adobe XD, Figma, HTML & CSS, Illustrator, InDesign, Photoshop, & other VFX software.

Experience

FBS Distribution

Product & Visual Designer

05/2024 - present

- ➔ Led a full redesign of the FBS website and improvements on visual identity with a focus on usability, accessibility, and engagement; resulting in a 15% increase in user interaction in the first 3 months, and measurable growth in product sales across Canada.
- ➔ Conducted user research and usability testing to validate design decisions, and collaborated with our sales team to collect real time user feedback, translating key pain points from users into effective design solutions.
- ➔ Performed heuristic and accessibility audits following WCAG guidelines to ensure the new website was consistent with modern standards.
- ➔ Used Google Analytics referral sources and other data to design targeted ads on various platforms, driving a 10% increase in engaged website traffic.

[Portfolio password](#)

2024WorkProj

Vanessa Rusu Digital Studio

UX & Web Designer

06/2022 - 12/2022

- ➔ Conducted research, including competitive analysis, surveys, and user testing, to inform and refine initial design iterations.
- ➔ Developed user personas, journey maps, and prototypes using Figma, ensuring consistent and scalable designs across platforms.
- ➔ Designed and optimized WordPress sites, enhancing information architecture, accessibility, and SEO performance.

Scanline VFX

3D Layout Artist

02/2020 - 09/2020

- ➔ Worked directly with clients to design and refine shot layouts using Maya, 3D Equalizer and Nuke, ensuring precise execution to meet visual goals.
- ➔ Advocated for the implementation of new FaceWare technology to improve the precision of 3D characters tracked to the faces of actors on screen.

Image Engine Design

3D Layout Artist

10/2018 - 01/2020

- ➔ Created precise cameras and geometry in 3D spaces using Maya, 3D Equalizer, lidar and photoscan geometry for large scale films and TV shows.
- ➔ Refined a section of my team's design system to improve efficiency of camera imports and exports for my team, leading to an increase in efficiency for daily tasks across multiple teams.
- ➔ Facilitated training and mentorship for a junior artist on my team.

Education

09/2020 - 06/2022

Vancouver Community College, **Digital Media Design**

10/2017 - 10/2018

Vancouver Film School, **3D Animation & Visual Effects**

Hobbies & Interests

Outside of design, you can find me climbing, skiing, cooking and baking, painting, or hosting board game nights!