
ANDREW P. WACHHOLZ

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- EDUCATION:** Bachelor of Fine Arts, May 2000
Minnesota State University Mankato, Mankato, Minnesota
- SKILL SETS:** Windows / Apple OS / Mobile iOS HTML / CSS / XML / JavaScript / Responsive design
Adobe Premier Creative Suite Social Medias (FourSquare, Facebook, Twitter, etc)
Adobe Flash Microsoft Office Suite
OmniGraffle Professional Various Content Management Systems (CMS)
- EXPERIENCE:** **IA/UX, User Experience Design, April 2011 to Present**
The Nerdery, Bloomington, Minnesota
- Guide user experience and architecture discovery sessions
 - Analyze, develop, and map business objectives and application requirements
 - Identify and prioritize user tasks and goals through process flows and mental mapping
 - Create site maps, wireframes, content audits, competitive analysis, and user personas
 - Develop solutions for mobile, tablet, social medias, and other emerging technologies
- Interactive Marketing Manager, July 2010 to April 2011**
PLATO Learning, Inc., Bloomington, Minnesota
- Lead consultation for best practices in online marketing and user experience (UX)
 - Create and manage corporate email marketing strategies
 - Assess and report web analytics to determine marketing ROI
 - Establish corporate social media guidelines and standards
- Usability & Development Specialist, September 2007 to July 2010**
Travel Leaders, Minneapolis, Minnesota
- Compose online business development and marketing strategies
 - Lead teams within technology & marketing for online initiatives
 - Construct online social communities and email marketing campaigns
 - Concept, design, implement, and test web based marketing projects
 - Supervise research and usability studies exploring enhancements to online visibility
- President / Creative Director, November 2002 to April 2007**
Axcept Media, LLC, Minneapolis, Minnesota
- Evaluate, nurture, and develop business opportunities
 - Manage multiple projects, their timelines and budgets
 - Implement policies, procedures, and guidelines for all client endeavors
 - Assemble creative briefs, design concepts, and video production/direction scripts
 - Supervise and manage scheduling of contracted professionals
- Interactive Instructor, August 2001 to December 2001**
Minnesota State University Mankato, Mankato, Minnesota
- Compose semester syllabus for beginner, intermediate, and advanced levels
 - Lead classroom lecture, demonstrations, and assignment exercises
 - Monitor and tutor students during open lab sessions
- New Media Specialist, June 2000 to November 2002**
James Tower, Mankato, Minnesota
- Implemented web design parameters, style guides, and visual standards
 - Arranged creative briefs and design concepts for clients
 - Implement and instruct company wide new media seminars
 - Lead creative in GUI development for several proprietary software applications