# Andy Fierro

512.293.1914 | fierro.andy@gmail.com | andyfierro.com

## Experience

### Texas Association of School Boards | 01/2019 – 04/2024
**UI/UX Design and Development Manager**

- Managed end-to-end UX/UI design, development, testing, deployment processes, and analytics platform for public facing applications and websites, leveraging enterprise CMS solutions including Kentico and Kontent.ai.
- Designed and developed a member portal tailored to meet the specific needs and preferences of school board trustees, offering a personalized user experience using HTML, CSS, Javascript, Handlebars, C#, and SQL.
- Developed a personalized engine utilizing user CRM attributes, district membership data, and website behavior analysis to enhance user experience using C# and database views.
- Led the successful transition of 11 sites from Universal Analytics to Google Analytics 4, ensuring seamless migration of reports, tags, triggers, and variables.
- Conducted training sessions to educate staff on fundamental concepts of Google Analytics 4.
- Implemented a transition in Google Tag Manager container relationships with Google Analytics, evolving from a one-to-many to a one-to-one model.
- Collaborated in the development of an analytics framework leveraging Google Tag Manager, Google Analytics, and PowerBI.
- Led and actively participated in proof-of-concept and discovery sessions to explore new headless platform projects.

### Insight Global | 07/2018 – 01/2019
**Senior Consultant (Dell)**

- Led the user interface development for Dell's PC as a Service campaign, focusing on cart and checkout pages, utilizing HTML, CSS, JavaScript, AngularJS, and Razor templates.
- Acted as a liaison between development and UX teams, facilitating communication and collaboration to ensure seamless integration of design and functionality.
- Worked closely with the content management team to ensure consistent and appropriate text rendering across various regions worldwide.

### General Motors | 01/2017 – 05/2018
**UI Developer/UX Designer**

- Led UI/UX team in designing and developing user-friendly interfaces for GM's internal cloud services platform.
- Reskinned an internal portal to align with GM UI standards.
- Conducted usability tests with end users and service providers to ensure optimal user experience.
- Established an internal CDN of images and open-source libraries for widespread utilization.
- Developed landing pages utilizing Adobe Experience Manager.
- Provided training and mentorship to developers on UI development and concepts.
- Enhanced engagement processes between Business Analysts and UX resources for improved collaboration.

**FramesDirect** | 05/2015 – 12/2016
**Front End Developer**
- Developed a responsive framework for promotional and transactional emails utilizing HTML and CSS.
- Led the migration of emails from an in-house system to the Oracle Responsys platform.
- Created and oversaw Responsys email programs and campaigns.
- Implemented a credit card type detection module on the website using HTML, CSS, and JavaScript.
- Designed and managed in-house tools for compressing and optimizing banner and promotional images.
- Established SVN hooks for automating the minimization of HTML, CSS, and JavaScript files.
- Assisted in the creation of landing pages using HTML and CSS.

**Texas Guaranteed Student Loan Corporation** | 03/2006 – 04/2015
**User Interface Developer**
- Architected, designed, and developed an optimized mobile payment web application utilizing PrimeFaces, jQuery, jQuery Mobile, HTML5, CSS3, and JavaScript.
- Developed user interfaces for the company's desktop web applications using ADF, JavaScript, HTML, and CSS.
- Led discussions on user experience and page flow topics to enhance usability.
- Illustrated user flows, wireframes, and mockups using Visio and Photoshop.
- Created rapid prototypes using HTML5, CSS3, and jQuery for iterative testing and refinement.
- Managed HTML email templates within an Oracle UCM system to ensure consistency and compatibility.
- Designed and edited icons and images using Photoshop to maintain visual coherence.
- Served as a Solutions Architect for user interface-related topics and established user interface standards.
- Collaborated within a cross-functional Agile team to deliver high-quality solutions.

*Additional Work Experience Available Upon Request*

## Education

- **Bachelor of Arts**
  Spanish Major/Italian Minor
  University of Texas at Austin

- **Associates of Science**
  Computer Science Major
  Austin Community College

## Skills

- HTML5, CSS3, JavaScript
- Bootstrap, LESS, Sass
- jQuery, jQuery UI, jQuery Mobile, Vue, Handlebars
- Google Analytics, Google Tag Manager, Google Search Console
- PHP, JSP, ASP, Razor Pages
- Java, SQL, C#, Python

- Adobe Photoshop, Dreamweaver, InDesign, Illustrator, Figma
- Agile, Waterfall
- User Experience
- Mockups/Wireframes
- Accessibility
- Responsive Design

## Certifications

**Google Analytics Individual Qualification**
April 24, 2024
By Exceed LMS

**Google Analytics Certification**
September 5, 2023
By Skillshop