

Andreas Conrad

darnocsaerdna@gmail.com

804.647.4555

Los Angeles, CA

A website and app designer with over three years experience and a background in architecture

Work

Designer/Marketer/Drafter

Freelance - NYC / Richmond, VA / LA

December 2018 - Present

- Developed a graphic style and imagery for a Los Angeles skincare startup
- Redesigned the website for Neosys Corp to increase new business
- Created permit stets, renderings, design concepts, and client presentations for Peter Fraser Architecture
- Developed an online menu integrated into business cards as well as promotional materials for a Brooklyn co-op to increase business as well as retain current clients
- Contracted to Lantera Labs for conversion rate optimization (CRO) projects These were client websites as well as the company site
- Contracted to Maison M for construction documents and rendering

CRO Specialist

Frictionless Commerce - Richmond, VA

September 2017 - November 2018

Redesigned websites to convert visitors into customers

- Redesigned and conceptualized websites to cultivate lower bounce rates
- Rendered infographics to better describe products
- Conducted heuristic reviews of existing websites to catch unknown problems

CAD Drafter / Instructor

Neosys Corporation - Washington DC

March 2015 - October 2016

Drawing management and CAD training for the USPS

- Used AutoCAD for facility drawing management
- Managed the standardization project for 250 USPS sorting facility drawings, This included drawing cleanup, assigning work, meeting with the sites, and logistics
- Assistant trainer for USPS engineers learning AutoCAD
- Offered remote tech support to clients across the country
- Organized and executed new branding and digital media to modernize the company image

CAD Drafter

Mark Spangler Architecture - Richmond, VA

April 2014 - March 2015

Drafted construction document sets for builders and permitting

- Created residential construction documents using ArchiCAD
- Reviewed drawings for accuracy and implemented design changes

Architectural Designer / CAD Drafter

Peter Fraser Architecture (37ideas.com) - Richmond, VA

April 2013 - September 2013

Designed and drafted residential and commercial projects

- Concept development for new construction and renovations
- Created and revised construction documents to pass permitting and reflect site conditions
- Assisted with client meetings and presentations

Education

Virginia Commonwealth University - 2013 BFA - Interior Design

- Interior Design Representative to VCU ARTS Council

Skills

3DS Max, ArchiCAD, AutoCAD, Illustrator, Indesign, MS Office Suite, Photoshop, Revit, Sketchup

