

Andre Espinoza

Austin, Texas | 915-300-9140 | andreespinoza02@gmail.com | [LinkedIn](#) | [Portfolio](#)

UX and operations professional combining user-centered research, data analytics, and frontline leadership to improve customer experiences and drive revenue. Experienced in AI-powered reporting, shift management, and scalable workflow systems.

EDUCATION

St. Edward's University **Austin, Texas**
Bachelor of Arts in User Experience Design, Minor in Digital Marketing | 3.87 GPA *Graduation Date: May 2024*

The University of Texas at Austin **Austin, Texas**
Postgraduate Certificate: User Experience for Data-driven Business Applications *Graduation Date: Mar 2025*

WORK EXPERIENCE

Holey Moley Golf Club **Austin, Texas**
Shift Manager & Receptionist *Mar 2024 - Present*

- Lead day-to-day shift operations, driving revenue targets while managing labor, stock, and compliance standards
- Brief and motivate front-of-house teams to deliver brand-specific service standards across reception, events, and F&B
- Built AI-powered workflow (ChatGPT assistant) to automate sentiment analysis and operational reporting
- Analyzed 10–15 weekly reviews, supporting venue rating increase from 3.6 to 4.6” (10% industry score improvement)

LEAP Interactive Media Group **San Antonio, TX**
Digital Marketing & Design Intern *Nov 2023 - May 2024*

- Enhanced team efficiency by 15% through designing a tracking system in Slack and Monday.com
- Assisted with migration of 106+ domains using custom Apps Script and API integrations, reducing downtime by 20%
- Managed project documentation and transparent reporting to strengthen stakeholder communication

Voluba Kicks **El Paso, Texas**
Founder & E-Commerce Specialist *Jun 2020 - Aug 2023*

- Built a trusted resale brand with 1,000+ positive references, applying user research and social listening to improve sales
- Managed branding, content, and market research to drive \$5k–\$15k monthly revenue
- Designed user-centered promotional campaigns on Instagram, growing an engaged following of 600+ in 4 months

UX PROJECTS

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- **Funlab Feedback AI Assistant** – Built an AI reporting tool to analyze guest reviews and automate sentiment insights
 - **Topper AI Chatbot** – Designed AI chatbot for St. Edwards to improve student course selection with GPT integration
 - **Broken Spoke Virtual Tour** – Created a 360° heritage tour using Instax photography to showcase Austin culture
 - **Charity Swipe App** – Developed swipe-based nonprofit discovery tool with ethical engagement patterns

SKILLS

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- **UX Methods:** User Research, Usability Testing, Wireframing, Prototyping, Interaction Design, User Interviews,
 - **Technical Tools:** Figma, Adobe CC, Miro, Google Analytics, HTML/CSS, Python, WordPress, Slack, Google Suite
 - **AI & Automation:** Prompt Engineering, AI Workflow Development (n8n), Data Interpretation, Process Automation
 - **Soft Skills:** Collaboration, Strategic Thinking, Empathy, Problem-Solving, Spanish (Conversational)

CERTIFICATIONS

- **Google Analytics Certified** (Apr 2024), **Figma Essential Training** (Apr 2023), **Scrum Master: Cert Prep** (2023)