ANDREW LENG LY

andrew.leng.ly@gmail.com | andrewlengly.com | linkedin.com/in/andrew-leng-ly

EDUCATION

California State University, Chico
Bachelor of Science in Management Information Systems — Cumulative GPA: 3.70

Certifications
Microsoft - UX Design | **Adobe** - Marketing Specialist | **IBM** - AI Product Management |
Google - Project Management | **AWS** - Cloud Practitioner | **McGraw Hill** - Microsoft Excel Black Belt

WORK EXPERIENCE

Founder & Web Designer - Parabox Digital, LLC | Antelope, CA — Aug 2024 - Present
- Designed and launched 50+ client websites, setting each brand's type system and layout from stakeholder and customer research.
- Produced static and Meta ad creative and added a client-facing ad preview step so owners approve each ad before it runs.
- Achieved 95% client satisfaction and 100% on-time delivery through structured timelines and agile design review cycles.

Student Ambassador - Sierra College Basic Needs Center | Rocklin, CA — Jun 2023 - Aug 2024
- Increased event and resource engagement by 40% by designing targeted social media campaigns for 5 campus services.
- Improved access to wellness resources by 30% after a needs gap analysis; distributed 500+ items and answered 20+ calls a week.

PROJECTS

Gridwatch - Live Outage Map — Nov 2026
- Designed a live map that keeps California's outage feed readable during fire weather, with a page for each event and county.

Chainline - 3D Terrain Map — Nov 2026
- Designed a 3D terrain map that shows a driver whether a Sierra pass is open, with chain controls and closures on one view.

Tab Split - Bill Splitting App — Nov 2026
- Designed a receipt split that friends run from their phones, dragging or tapping their names onto each item.

andrewlengly.com - Personal Portfolio — Oct 2026
- Redesigned the portfolio in a Swiss editorial style with a numbered work index that expands into case study panels.
- Wrote a design language guide for new features, set apart from the minimal studio brand.

Mike Knight Customs Website - Client Build — Aug 2026
- Designed a five-page site and global design system in an industrial blueprint style with Anton and IBM Plex Mono type.
- Packaged the system into a reusable design kit with rebrand steps, now the base for new client builds.

Parabox Digital Brand Identity - Studio Brand — 2026
- Designed the P box logo mark and a full logo pack in a strict black and white palette, testing 9 variations along the way.

Client Experience System - Parabox Digital — 2026
- Mapped the client lifecycle from onboarding to offboarding in 9 stages and designed it as a visual wall chart.
- Designed a branded client document set and a Notion client portal template duplicated for each client.

LEADERSHIP EXPERIENCE

College of Business Senator - Associated Students of CSU Chico | Chico, CA — Aug 2025 - May 2026
- Elected to represent 1,700+ College of Business students and served as liaison between the college and Associated Students.
- Identified gaps in college outreach and designed communication campaigns that raised student awareness of college initiatives.

President - Delta Sigma Pi | Chico, CA — Oct 2024 - May 2026
- Grew active membership from 3 to 25 and chapter revenue by 400% with new recruitment and financial frameworks.
- Improved meeting efficiency by 40% with structured agendas and decision tracking across 20+ meetings.

TECHNICAL SKILLS & ACTIVITIES

Technologies Used: Figma, Adobe Creative Suite/Cloud, Canva, Notion, HTML/CSS, Tailwind CSS, React, Next.js, Vercel, Git/GitHub, Google Workspace, Jira, Trello, CursorAI, Claude, ChatGPT.
Technical Skills: Wireframing, Prototyping, Design Systems, Typography, Brand Identity, Interaction Design, Service Design, Responsive Web Design, User Research & Analysis, Design Thinking, Competitive Analysis, A/B Testing, Search Engine Optimization.