

# Andrew Petersen

[petersenandrew.c@gmail.com](mailto:petersenandrew.c@gmail.com) | [andrew-petersen.com](http://andrew-petersen.com) | [/in/andrew-petersen](https://in.linkedin.com/in/andrew-petersen)

## EDUCATION

<b>M.S. in Human-Computer Interaction</b> – <i>University of California, Santa Cruz</i> Expected December 2026	<b>Sep 2025 – Present</b>
<b>B.A. in Psychology, cum laude</b> – <i>University of California, Santa Cruz</i> 3.85 GPA   Honors in the Major   Dean's Honors	<b>Jan 2022 – July 2023</b>
<b>Psychology for Transfer</b> – <i>De Anza College</i> 3.80 GPA   Dean's List	<b>Sep 2019 – Dec 2021</b>

## EXPERIENCE

<b>Service and Engagement Team Leader</b> <i>Target</i> <ul style="list-style-type: none"><li>Managing a team of 40 individuals, driving significant growth in key metrics through effective coaching, support, performance management, and fostering a strong team culture</li><li>Contributing to double-digit improvements in key driver metrics such as Checkout Wait Time, Cleanliness, and Customer Interaction compared to the previous year</li><li>Taken full ownership of Drive Up operations and leveraged metrics, reducing unscanned bags by 10% to under 3%, improving fulfillment accuracy, ensuring timely execution of Drive Up services during Q4 peak, and increasing Drive Ups delivered on time by over 7% during my time in role</li></ul>	<b>Aug 2024 – Mar 2025</b>
<b>Price Delegate</b> <i>Target</i> <ul style="list-style-type: none"><li>Consistently achieved 97-99% RFID scan accuracy and maintained full RFID compliance, contributing to a reduction in missing clothing inventory</li><li>Improved Price Audit accuracy by over 3% through analyzing metrics, follow-ups with team members, validating pricing on newly stocked merchandise, and ensuring correct labeling, resulting in more than a 70% decrease in pricing errors compared to the previous year</li><li>Ensured sale sign take down compliance, reducing price challenges due to expired signage by 22%</li></ul>	<b>Mar 2024 – Aug 2024</b>

## PROJECTS

<b>Overall Winner - UCSC x Google Fall 2025 Designathon</b> <i>ID Bridge</i> <ul style="list-style-type: none"><li>Collaborated in a 5-person team to design ID Bridge, a mobile application that helps unhoused individuals secure and manage identification documents, securing Overall Winner award against 11 competing teams</li><li>Provided the data-driven foundation for the team's winning strategy by sourcing and validating 5 high-quality research articles that identified an unaddressed gap for this user group</li><li>Ensured the project's research integrity by cross-referencing AI-synthesized insights against validated primary academic sources</li></ul>	<b>Oct 2025</b>
<b>First Gen Students Across UC</b> <i>Qualitative Research Methods (UC Santa Cruz)</i> <ul style="list-style-type: none"><li>Conducted a 3-month qualitative study on first-generation students' experiences with guilt and identity within the UC system, strengthening research and analytical skills</li><li>Performed a literature review of 10 studies to identify research gaps, developed an orthographic transcription method, and interviewed 3 participants, producing a 17-page transcript</li><li>Analyzed transcripts using textual analysis, produced a 14-page report and presented findings to an audience of 40 students</li></ul>	<b>Apr 2023 – Jun 2023</b>

## SKILLS

**Technical:** Figma, Photoshop, Premiere Pro, Java, HTML, CSS, JS, Vue.js, Bootstrap 5, Tailwind CSS, Git  
**UX Methods:** User Interviews, Usability Testing, Qualitative Analysis

## AWARDS

**Target:** Store Hourly Performance Award, Employee of the Month (Q1, 2024 & Q3, 2024)