

SUMMARY

I connect words, voice, and visuals. I'm a UX and Content Designer with a background in film directing, scriptwriting and strategy. Two-time Sundance Screenwriter's Lab Semi-Finalist, NY Public Theater's Emerging Writer's & Jerome Fellowship Finalist.

TOOLS

Sketch. Invision. Figma. Adobe XD. Trello. Slack. Mural. Whimsical. Adobe Creative Suite. FinalCut. Python. HTML. CSS. Javascript. Unity.

SKILLS

Finalcut. Finaldraft. Natural Language Processing. UX Writing. Content Strategy. Agile. Lean. Waterfall. Market Research. Surveys. User Interviews. Wireframes. Prototypes. Animations. Comparative Analysis. Usability Testing. SEO. Google Analytics. Content Strategy. Video Production. User Flows. Personas. Storyboards. User Research. Information Architecture. Sitemaps.

PEOPLE SKILLS:

Empathy. Teamwork. Follow-through. Communication. Humor.

EDUCATION

General Assembly, UX Design Immersive Fellow
California Institute of the Arts, MFA Writing for Performance
University of Texas at Dallas, BA Interdisciplinary Studies.

LANGUAGES

English, Spanish

RELEVANT EXPERIENCE

Wolf Bones Media, Creative Director | Content Strategist | UX Designer **01/2009 - CURRENT**

- Design all digital products including chatbots and voice design. Full-service design and film studio
- Transformed VINYL Beauty Bar's revenue model by designing and building the online platform for their Live Music Events and Online Store, their only source of income during COVID. In one month, I undertook all Comparative Analysis, Surveys, Information Architecture, Content Strategy, Wireframes, Mockups, Usability Tests, and SEO and
- Increased online engagement for VINYL by 50%
- Wrote and directed Emerald Underground, Short Narrative Film
- Created, Wrote, and Produced the Zero Libertad Multimedia Performance
- Comics/Graphic novel Volumes 1-4, Concept Album, Projection-Based AR Immersive Performance
- Raised \$10,000 on Kickstarter campaign. Drove and designed all social media and press. UX Design. Information Architecture. Content Strategy & Management.
- Director, Manatee, Short Narrative Film

Prosodio, LLC, Product Designer | UX Designer | Content Strategist **03/2020 - CURRENT**

- Drove the ideation, concept, design, and strategy of "Pointer," an Interactive Educational Voice Software that empowers children to read and create stories
- Produced UX Research, Information Architecture, Wireframes, Storyboards, Usability Testing, Prototype, and Presentation, head of Content Strategy
- Team prototype was requested by the Temple, TX school district for usability testing with the Temple, TX School District to be implemented as part of their online curriculum

General Assembly, UX Design Fellow **02/2020 - 04/2020**

- Acquired proficiency in tools such as Figma, Sketch, and XD in 10 weeks
- Created wireframes and mockups for 4 desktop and mobile apps from ideation to prototype

UT Austin, McCombs School of Business, Information Management, Senior Administrative Associate for Events **04/2013 - 10/2014**

- Designed UT Austin Information Management Department's marketing and sponsorship materials: web copy, corporate communications, brochures, websites, invitations, event programs, graphics, and thank you letters
- All email and interpersonal communications with the IM Department's corporate sponsors, including Facebook, Accenture, Dell, and Deloitte

Grant Consultant, Freelance **09/2010 - 09/2011**

- Raised over \$100,000 for organizations and artistic projects. Designed and copy for all grant materials. Identified funding matches. Content Strategy & Management. Information Architecture. Established Master Grant Templates for my clients, establishing their ability to apply for multiple grants in the future
- Clients: FreshArts, arts service organization. Houston, TX. Voices United, non-profit children arts education. Miami, FL.

California Institute of the Arts, Playwriting Instructor, Contract **2007**

Led semester-long playwriting workshop for CalArts students with lecture and critique. Assisted program chair with administrative and pedagogical duties.