

Experience

The Coca-Cola Company, Atlanta, Ga. —
User Experience Designer
(June 2016 – Present)

As a lead Information Architect for Global Marketing, I meet with various stakeholders to help them come up with a digital strategy for the creation of internal websites. I organize the content, test designs and work with a development agency to create custom components on the Wordpress platform.

General Assembly, Atlanta, Ga. —
User Experience Design Immersive
(Spring 2016)

General Assembly's UX Design Immersive course is a 10-week program with more than 600 hours of experience. In this projects-based program, I had the opportunity to work with a startup company to improve the user interface and information architecture of an iPad app to help children learn to read and tell stories.

Walt Disney Parks & Resorts, Orlando, Fla. —
eCommerce Sales & Service Agent

(October 2013 – July 2014; October 2014 – present)
I was responsible for assisting and supporting guests, travel agents and cast members through multiple live chat windows (instant message) and e-mail. I supported the Internet Help Desk, which answered phone calls and assisted guests concerning their website and app experience through troubleshooting and procedural means. My team maintained a positive overall relationship within the Disney Reservation Center Help & Support team in addition to all other partners, including Walt Disney Parks and Resorts Online. In our partnership with WDPRO, we provided detailed feedback on problems guests were experiencing with the My Disney Experience website and app. Our contact with guests exposed bugs and provided insight for the rollout of new features.

The Walt Disney Company, Burbank, Calif./Orlando, Fla. —
Digital Media Communications Specialist
(March 2012 – March 2013)

I was responsible for working in partnership with the Enterprise Recruitment Marketing team (a Center of Excellence) to be a social media evangelist and support recruitment marketing strategies across The Walt Disney Company globally. As a multimedia producer, I created videos and graphics to fill the editorial calendar for more than 30 social media accounts on YouTube, Facebook, LinkedIn, Twitter, and Google+. I traveled to produce videos and provided graphic design support on enterprise-wide initiatives to re brand and market Disney's Professional Internship program and the Heroes Work Here initiative to hire veterans. The branding process for the enterprise-wide initiatives involved working across multiple business segments of The Walt Disney Company and working with vendors to develop websites, press releases, blogs, and videos.

Lockheed Martin, Orlando, Fla. — Senior Illustrator, contractor
(February 2011 – February 2012; Secret Security Clearance)
I was part of the in-house communications team that provided general creative support for the business development staff and worked on proposals for U.S. and foreign military contracts. I launched an interactive employee newsletter serving a department of more than 300 employees.

Orlando Sentinel, Orlando, Fla. — News Designer
(June 2006 – April 2009)

I was the designer of the Spanish-language weekly, El Sentinel, and designed and edited the regional, business, op-ed and wire pages of the daily paper. While at the Sentinel, I served as a facilitator at the annual judging for the Society for News Design's World's Best-Designed Newspaper competition at Syracuse University. As a senior designer on the staff, I trained and mentored interns and new hires on the design team.

The New York Times, New York, N.Y. — Staff Editor
(August 2005 – June 2006)

I was a designer and editor for a weekly section that was distributed in 21 foreign newspapers around the world in English or their native languages. I also was lead editor and designer of a weekly commuter paper distributed on the subway and trains. To address the accessibility needs of readers with vision impairment, I designed The NYT Large Print Weekly and worked with an outside vendor to produce editions of the paper in Braille.

Sarasota Herald-Tribune, Sarasota, Fla. — News Designer
(October 2003 – August 2005)

As a member of a nine-person design team, I was the lead designer for the front page and designed business and metro sections of the paper's six editions. During the onslaught of back-to-back-to-back hurricanes in 2004, I led the team that rode out the storms and designed the special editions of the newspaper that were delivered not only to homes but to the thousands of people in hurricane shelters eager for information.

The Star-Banner, Ocala, Fla. — Copy Editor
(November 2002 – October 2003)

I organized news budgets for wire pages and oversaw the design and editing of two award-winning series. As the paper grew, I helped oversee the end-to-end process for how the paper was put together in order to find efficiencies that helped the paper save money on labor and printing costs and gave staff more time to report stories and edit the paper.

The News & Observer, Raleigh, N.C. — News Designer
(August 1999 – September 2002)

As a member of a team that was awarded the Society for News Design's "World's Best-Designed Newspaper," I designed the Local and Business sections of the capital paper.

Core Competencies

Site maps, user flows, card sorting, wireframing, prototyping, user testing, social media, SEO, design, copy editing, photography, video editing and writing. I'm proficient in Axure, Sketch, various Adobe Suite programs, Wordpress, HootSuite and the Microsoft Office Suite and am familiar with many content and project management systems, including Wordpress, Basecamp and Slack.

Awards

Orlando ADDY
Silver ADDY for Animation
(2011)

Florida Society of News Editors
Second place in front-page design for Spanish-language papers (2009)

Ocala Star-Banner
Journalist of the Month
(April 2003)

Professional Memberships

iXDA, National Association of Black Journalists, Society for News Design, AIGA, Online News Association, Society of Publication Designers, American Copy Editors Society

Education & Training

General Assembly, Atlanta, Ga.
Spring 2016

Valencia College, Orlando, Fla.
A.S. Digital Media (2011)

Auburn University, Auburn, Ala.
Majors: computer engineering and journalism