

Experience

AT&T, Atlanta, Ga.
Technical Architect, Internet of Things
(May 2017 – Present)

Being a designer for an industry that is still defining itself using technology that is being invented and applying the technology in new ways has required a lot of out-of-the-box thinking. While I've used my design skills to create a traditional e-commerce site for IoT products, I also apply design thinking in collaboration with designers, engineers and developers to create new products for The Foundry, AT&T's innovation center. My design process includes user research and interviews, wireframing, prototyping and high-fidelity comps.

The Coca-Cola Company, Atlanta, Ga.
User Experience Designer
(June 2016 – January 2017)

As a lead information architect for Global Marketing, I met with various stakeholders to devise a digital strategy for the creation of internal websites. I organized the content, tested interface designs and worked with developers to create custom components on the WordPress platform. With the rollout of new tools, I trained employees one-on-one and shot and edited video tutorials. I was also part of a team that evaluated and evangelized workforce collaboration tools that would integrate with the Salesforce 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 – February 2016)

I was responsible for supporting guests, travel agents and cast members 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 Walt Disney Parks and Resorts Online. Our live testing and feedback from guests exposed bugs and provided insight for the creation and rollout of new capabilities.

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
(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.

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, Invision, Principle, Adobe Creative Suite and am familiar with many content and project management systems.

Awards

Hack the Violence Hackathon
Best in Show and Best Prototype (2017)

Orlando ADDY
Silver ADDY for Animation (2011)

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

Professional Memberships

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

Education & Training

General Assembly, Atlanta, Ga.
UX Design Immersive

Valencia College, Orlando, Fla.
A.S. Digital Media

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