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## SUMMARY

UX Design. UX Writing.  
Conversation Design. 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.  
HTML. CSS. Javascript.  
Adobe Creative Suite.

## SKILLS

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 Fellow  
California Institute of the Arts, MFA Writing for Performance  
University of Texas at Dallas, BA Interdisciplinary Studiest.

## LANGUAGES

English, Spanish

## RELEVANT EXPERIENCE

### **Cortes Collective, LLC | Product Designer | UX Designer**

#### **01/2020 - CURRENT**

- Founded full-service design studio: In collaboration with an Industrial Designer, I design all digital products, including Voice Applications
- 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
- Increased online engagement for VINYL by 50%

### **Prosodio, LLC, Product Designer | UX Designer**

#### **03/2020 - CURRENT**

- With no pre-existing product or research, my team and I 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
- Our 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
- DinnerTree Social Media App, Next Level Feature Design
- Lucy in Disguise with Diamonds Costume Store Website Design

### **Wolf Bones Media, Creative Director**

#### **10/2009 - CURRENT**

- Writer and Director of Emerald Underground, Short Narrative Film
- Creator, Writer, and Producer of the Zero Libertad Multimedia Performance Comics/Graphic novel Volumes 1-4, Concept Album, Videomapping 3-D Projection Performance
- Raised \$10,000 on Kickstarter campaign. UX Design. Information Architecture. Content Strategy & Management. I drove all social media engagement and press coverage
- Director, Manatee, Short Narrative Film
- Visual Design. Production Management. Casting. Budgets. Locations.

### **Grant Consultant, Freelance**

#### **09/2010 - 09/2011**

- I helped organizations and artistic projects write and create grant materials. Identified funding matches. Content Strategy & Management. Information Architecture. My events raised over \$100,000 and I 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.