

## EDUCATION

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**M.S. Information Experience Design**  
Pratt Institute

**Film/TV Industry Essentials  
Certificate**  
NYU - Tisch

**B.S. Electrical Engineering**  
University of Wisconsin - Madison

## SKILLS

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### Tools

Procreate, Illustrator, Photoshop,  
AfterEffects, InDesign, Figma, Sketch

### UX Methods

Sketching, Wireframing,  
UI Design, Interaction Design,  
Storyboarding, Usability Testing,  
Design Systems, Prototyping

### Brand Strategy Methods

Competitive reviews, Data analysis,  
Tone of voice

### Languages

Spanish (Fluent)  
American Sign Language (Beginner)

## PROJECTS

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### The Brooklyn Museum Audience Evaluation

Collected research from a combination of interviews and observations for the Monet to Morisot exhibition. A summary of the research findings was presented to the exhibit curator.

## EXPERIENCE

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### Apple Williamsburg Technical Specialist

Sept 2021 - Present

- Align solutions with customers' needs during troubleshooting by identifying patterns to quickly identify the cause of the issue
- Mentor peers by sharing knowledge through partnership to accept and provide feedback from peers to be successful in a team environment
- Cultivate unique product recommendations by probing for customers' needs and align them with products and services

### Apple TV+ - Career Experience

Jul 2023 - Dec 2023

#### Product Placement & Branding Specialist

- Created, organized, and distributed Apple OS assets, across the entire software ecosystem, for use in film and TV productions around the world
- Scrutinized post-production edits before air to ensure accurate branding, maintaining Apple's rigorous quality standards with a commitment to 100% accuracy
- Handled and approve graphic submissions from various productions, ensuring prompt feedback and timely delivery of finalized assets

### Content Strategist

August 2022 - Dec 2023

#### National Gallery of Art with Pratt Institute

- Examined digital content from the National Gallery of Art's, specifically the Index of American Design (IAD), to research, analyze, and develop a strategy for the institution to further its mission
- Presented a brand strategy that included key findings and areas of opportunity to the curators from compiled data of 3 months research

### Wisconsin Athletics Video Services

Jun 2018 - May 2021

#### Production Assistant

- Created VideoBoard content with After Effects for in-game use at college stadiums using Daktronics software
- Produced and directed show programs for online broadcasts on BTN+ by creating game scripts and cueing control room components
- Executed live shows with a production team via stadium VideoBoard

### Wisconsin Men's Soccer

Jun 2017 - Dec 2018

#### Team Manager

- Filmed training from different angles for coaching staff to analyze
- Ensured all equipment was set up properly before each drill prior to training and home games