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EDUCATION

University of Southern California

M.A., American Studies & Ethnicity July 2020

Prescott College

M.A., Social Justice & Human Rights May 2016

B.A., Critical Ethnic Studies & Secondary Education Dec. 2015

Tombolo Institute; Santa Monica Community College

Coursework, User Experience & Design Aug. 2019-2021

RELEVANT PROFESSIONAL EXPERIENCE

Prescott College, Prescott, AZ

UX and Content Strategist Aug. 2012-May 2016

- Designed, coded, edited, and executed college website to increase student enrollment by 6%
- Partnered with leadership across marketing, admissions, and IT department to increase viewership
- Conducted +5 interviews to edit intranet site for instructors and students
- Juggled multiple large and small projects relevant to website's internet and intranet design and infrastructure
- Worked on both legacy and new projects to meet crucial department deadlines
- Evaluated functionality of site across a variety of platforms

The Raven Review Newspaper

Wordpress Developer and UX Designer Jan. 2013-May 2013

- Designed and built a clean and responsive online newspaper on Wordpress
- Created newspaper website wireframe, prototype, and information structure
- Collaborated with site manager, writers, and IT to increase viewership by 2%
- Multitasked on small and large projects with different department members
- Translated writer's needs into effective and organized content

ADDITIONAL PROFESSIONAL EXPERIENCE

Cromwell Mass Tort Attorney Services, Los Angeles, CA

Aug. 2019-Current

Market Researcher and Strategist

- Researching, analyzing, and synthesizing key information about complicated mass tort law cases to create actionable insights
- Writing interesting and relevant content on social media to increase social media presence by 10%
- Researching potential and existing clients and creating reports to increase targeted weekly newsletters and increase clients and their participation by 5%
- Crafting correct methodology to measure market and viewer increase

- Developing deliverables such as research reports, social media updates, and newsletters to increase viewership by 10%
- Multitasking on multiple projects such as customer research, client research, mass tort research, etc. within budget and time limit.

University of Southern California, Los Angeles, CA

Aug. 2016-Jun. 2021

Graduate Teaching Assistant

- Designing, implementing, and executing +130 deliverables such as custom curriculums, lesson plans, quizzes, tests, and assignments within budget, timeline, and project requirements
- Teaching, presenting, introducing, and sharing American Studies subjects and academic research skills to +100 college students through written online modules and in-class sessions
- Managing and grading +100 grades, assignments, and projects in a fast paced environment
- Developing grading methodology to accurately assess students' improvement and learning
- Mapping, writing, and maintaining documentation for assistant professor and academic department
- Meeting individually with students to assess their growth or address their concerns

Freedom Education Fund, Prescott, AZ

Aug. 2015- May 2016

Organizer & Researcher

- Launched a campaign that raised \$15,000 to create a four year full-ride scholarship for an undocumented student to attend Prescott College
- Conducted and participated in SWOT planning with teammates to determine and measure goals
- Created a list of +30 possible donors to persuade donations
- Presented at +5 community meetings to update the community on the scholarship procedures
- Executed research studies from beginning to end with the appropriate guidance: identifying the right research questions, defining the clients, and executing with attention to detail and quality
- Presented actionable insights and recommendations to team members

RESEARCH METHODS EXPERTISE

- Archival/historical
- Interview and surveys
- Ethnography and action research
- Social science research and analysis
- Participatory design and field research
- Mixed qualitative research methods

SOFTWARE

- Microsoft & Google Office Suite
- Adobe Creative Suite (XD, Photoshop, Illustrator, Animate)
- Figma