

Leisy Vidal

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EDUCATION

Harvard University (*January 2017 – Present*)

- Master of Liberal Arts, Digital Media Design
- Graduate Certificate, Learning Design and Technology

University of Central Florida (*2010 – 2015*)

- Bachelor of Arts, Digital Media – Web Design Track
- Education Minor

EXPERIENCE

Digital Designer, Designzillas Agency

March 2017 – Present

- Design user interfaces, low fidelity wireframes, high-fidelity mockups, and interactive prototypes that represent our clients' brands.
- Develop websites with HTML, SCSS, PHP, JS, jQuery, and WordPress.
- Develop cross-platform compatible email templates in HubSpot and Mailchimp.
- Develop digital strategy maps based off data from Google Analytics, Google Tag Manager, Google Optimize, and SEMRush.

Technology Instructor, Orange County Library System

Sept 2013 – January 2017

- I developed the entire web design course curriculum for the largest library system in the state of Florida, covering 15 branch locations across the county, and trained staff on the proper methods of instruction for courses.
- Worked with SMEs and stakeholders to develop both online and in-person courses using the ADDIE model. Developed class exercise files, instructor notes, booklets, handouts, and class presentations.
- I taught web design and development classes on topics ranging from HTML, CSS, JavaScript, responsive web design, SEO, and WordPress. I also taught the full Adobe & Microsoft suite.

Design Intern, NBC Universal

(Jan 2015 – May 2015)

- Created extensive project research and conceptual art for the Universal Creative team.
- Developed copy and designed 3D renderings for conceptual purposes.

SKILLS

- Web Languages: HTML5, CSS3, SCSS, JavaScript, jQuery, PHP
- Content Management Systems: WordPress, Drupal
- UI Design Tools: Sketch, Principle, InVision, Adobe XD, Adobe Photoshop
- Learning Management Tools: Canvas, Blackboard, Adobe Connect, GoToMeeting, Zoom