



ARIANA RODRIGUEZ-GITLER

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WORK EXPERIENCE

Digital Producer/Team Lead | AFS/Fjord

Design and technology partner for federal agencies

Sept. 2019 – Current | Washington, DC

- Manage teams of visual, interaction, and service designers and subject matter experts in creating solutions that balance user needs, business interests, and technological constraints
- Articulate the story, vision, status, and opportunities of projects with clients and key stakeholders
- Organize and support user interviews and testing with federal employees and consumers by identifying research needs, reviewing/editing scripts and research findings, and note taking
- Oversee project schedules, resource availability and forecasting, and project delivery for client engagements
- Use Agile methodologies with human-centered design practices to collaborate with product owners and development teams and deliver research, recommendations, and design requirements

Digital Producer II | Pew Research Center

Nonpartisan fact tank

May 2017 – Sept. 2019 | Washington, DC

- Managed cross-disciplinary teams to develop user-centered digital products, interactive features, fact sheets, and reports
- Revised and implemented processes for digital project management and production across the organization
- Analyzed data to report on product success to stakeholders
- Created and implemented email marketing strategies to improve user experience and increase audience engagement
- Oversaw and evolved process for translating digital products into various languages to meet international engagement objectives
- Optimized content for search, as well as ensure content matches user needs and expectations

Digital & Visual Communications Officer | RRI

International coalition for land rights advocacy & research

Jan. 2016 – May 2017 | Washington, DC

- Managed consultant projects and contracts for interactive storytelling features, website designs, and videos
- Updated and maintained websites for four initiatives
- Developed digital communications strategies and planned digital releases/campaigns for publications and events

Associate Web Producer | PBS

National public broadcasting service

May 2014 – Jan. 2016 | Arlington, VA

- Managed, built and maintained 250+ program web pages and sites, which included gathering, creating, and editing materials
- Developed content promotional schedules and supported objectives for tune-in and online video streaming
- Analyzed website and video traffic using Google Analytics
- Created graphics for social media and digital video platforms

Director of Visuals | The Daily Tar Heel

Independent student newspaper

Aug. – Dec. 2012 | Chapel Hill, NC | Circ. 38,000

Design Editor | Aug. 2011 – April 2012

- Directed visual presentation in print and online
- Led collaboration with visual and writing desks
- Trained and managed editors and staff of over 200

Multimedia Designer | WhichWayNC, Reese News Lab

Mobile-optimized news website

May – Aug. 2012 | Chapel Hill, NC

- Designed static, motion, and interactive graphics
- Wrote and reported articles and blog posts

EDUCATION & CERTIFICATIONS

International Consortium for Agile | Nov. 2019

ICP Certified Professional: Agile Fundamentals

Duke University Continuing Studies | Nov. 2019

Project Management Certificate

University of North Carolina at Chapel Hill | May 2014

B.A. in Journalism and Global Studies

SKILLS & SOFTWARE

Project management | Basecamp | Confluence | GitHub | Jira | TeamGantt | Web publishing | WordPress | Google Analytics | SEO | Design & content production | Adobe Creative Suite | After Effects | Final Cut | InVision | MailChimp | Microsoft Office |

PROFESSIONAL ORGANIZATIONS

AIGA DC | DC Design Week: Project Manager 2020 – Current, Event Lead 2018 – 2019