

ARIANA RODRIGUEZ-GITLER

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PORTFOLIO arianarg.com

WORK EXPERIENCE

Digital Producer/Team Lead | AFS/Fjord
Design and technology partner for federal agencies
Sept. 2019 – Dec. 2021 | Washington, DC

- Managed teams of 4-12 designers and subject experts in creating solutions that balanced user needs, business interests, and technological constraints
- Communicated the story, status, and opportunities of projects with clients and key stakeholders
- Facilitated client meetings, workshops, and Agile ceremonies
- Oversaw project schedules, resource availability, and project delivery for client engagements
- Wrote and edited content for client presentations, findings reports, wireframes, and other design deliverables
- Reviewed client deliverables for quality assurance

Digital Producer II | Pew Research Center
Nonpartisan fact tank

- May 2017 – Sept. 2019 | Washington, DC
- Created and implemented email marketing strategies to improve user experience and increase audience engagement
 - Analyzed audience engagement data and created reports to support strategy development
 - Managed cross-disciplinary teams to develop user-centered digital products and reports
 - Created and published digital features, reports, and interactive charts on WordPress while checking for quality assurance
 - Optimized content for search, as well as ensured content matched user needs and expectations
 - Developed, wrote, and copy-edited content for social media, newsletters, reports, video scripts, and interactive graphics
 - Oversaw and evolved process for translating digital products into various languages to meet global engagement objectives

Digital & Visual Communications Officer | RRI
International coalition for land rights advocacy & research
Jan. 2016 – May 2017 | Washington, DC

- Developed digital communications strategies and planned digital releases/campaigns for publications and events
- Updated and maintained websites for four initiatives
- Wrote and edited content for social media, newsletters, reports, infographics, and websites

Associate Web Producer | PBS
National public broadcasting service
May 2014 – Jan. 2016 | Arlington, VA

- Analyzed website and video traffic using Google Analytics
- 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
- 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

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

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 | **Content production** | Adobe Creative Suite | Figma | InVision | After Effects | MailChimp | Microsoft Office | Google Workspace |

PROFESSIONAL ORGANIZATIONS

AIGA DC | DC Design Week Executive Director – 2022; Deputy Director – 2021, Project Manager 2020, Event Lead 2018 – 2019