

Paulo Ordoveza RÉSUMÉ

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Multimedia Specialist with Bachelor's degree in Communication and Master's degree in Digital Art; background in graphic design, video editing, web development, and journalism. Good with Adobe CC, MS Office, HTML5, CSS, Javascript, Wordpress, Drupal, web standards, social media, and multimedia production.

WORK HISTORY

Visual Information Specialist

United States Library of Congress *(November 2016 - December 2018)*

- Designed charts, maps, infographics, and other data visualization products for use in research presented to United States Congress and Senate.
- Participated in design reviews to determine requirements for future graphic enhancements to Congressional research products.
- Designed flyers, banners, signs, and other internal collateral for Communications and Directors' offices.
- Formulated new color palette and Powerpoint presentation standards documents to ensure brand consistency among Congressional research products; created templated Illustrator artboards to ease production of standard video titles and IDs.
- Provided audio and video editing and conversion support for presentations.

Senior Designer

Valador, Inc. *(July 2013 - October 2016)*

- Served a varied interdisciplinary role as a graphics and multimedia designer, producer, and manager. Created and edited video, graphics, web, and social media content, and occasionally managed a small team of graphic designers.
- Conceptualized and assembled a 3D-4K video production rig as a tech demo; shot and edited 3D UHD footage around NASA Kennedy Space Center for NASA APPEL, including the Orbital Cygnus CRS-4 Atlas V launch vehicle on the pad at Cape Canaveral Air Force Station.
- Edited videos for NASA Office of Human Capital Management workforce culture strategy: staff interviews, with a focus on STEM, diversity, and why NASA is a great place to work.
- Produced and edited videos for NASA Office of Education projects: National Education Implementation Plan and Digital Learning Network. Provided graphic support to these projects.
- Supported video and graphic needs for NASA Virtual Executive Summit 2014. Worked closely with Office of the Chief Scientist to animate graphic facilitation imagery.
- Aided front end web development of NASA APPEL web site to help migration to Wordpress and execute design of new APPEL course catalog.
- Aided front end web and CMS development of The Hub, a NASA OHCM innovation tool for sharing content across the agency.
- Provided graphic support to illustrate the Open NASA Open Government Plan.
- Wrote and edited long and short form web and social media copy for LAUNCH.org, an open innovation platform in collaboration with NASA, Department of State, USAID, and Nike.
- Provided internal graphic support for Valador project proposals, website layouts, logos, brochures, and business cards. Clients included NASA, Department of Veterans Affairs, Department of Agriculture and various corporate clients.

Technical Producer

U.S. News and World Report (*April 2007 - March 2013*)

- Converted design mockups to valid HTML and CSS, and adapted markup to TAL templates in Zope 2 and Pylons frameworks.
- Executed page redesigns for News, Money, and Health sections; coded templates for Best Colleges, Best Graduate Schools, Best High Schools, Best Hospitals, Best Diets, and other rankings projects.
- Collaborated with web production and advertising operations staff to create custom banners, content widgets, and specialized ad and marketing pages.
- Added social media tools to site; executed logic for Facebook-based commenting system; took initiative in expanding U.S. News presence in social media: Twitter, Tumblr, Facebook, LinkedIn, and Google+.
- Trained new hires in use of proprietary CMS and web frameworks.

Freelance Web Developer

Jopogo.com (*January 2006 – Present*)

- Built and hosted Wordpress-based informational websites for various clients.
- Designed, wrote, and launched a small network of static content-driven websites monetized by contextual advertising, affiliate marketing, and merchandise sales.
- Converted Photoshop mockup to WordPress templates for WeLoveDC.com.

Web Developer

Smokescreen Corp (*April 2002 - January 2007*)

- Designed and developed websites for smokefree activists, plus assorted e-commerce and travel solutions: created Photoshop mockups, converted to XHTML and CSS, integrated markup with a custom PHP-based site templating framework.
- Brought existing sites into conformance with W3C web standards and semantic XHTML markup.
- Designed print materials for smokefree activists: banners, shirts, flyers, stickers, business cards.

DVD Archivist

New Media Archives and Productions, Inc. (*October 2000 - January 2002*)

- Authored interactive video archives on DVD, including GUI design for video menus in Photoshop, storyboard authoring in ReelDVD, and proofing of rendered video files.
- Created HTML and Acrobat-based CD-ROM print archives.
- Formulated systematic workflows for the production of print and video archives.
- Investigated additional archiving solutions (technology and personnel) for the industry.
- Designed Newmedia.com.ph website, with interactive Flash GUI.

Web Executive

MyPhilippines.com (*May 2000 - September 2000*)

- Managed web design team of Impact Digital Media Group and MyPhilippines.com.
- Designed pages for the second iteration of the MyPhilippines.com portal.
- Collaborated with content executives and staff to conceptualize various web projects for IDMG and MyPhilippines.com.
- Executed page designs and oversaw designers executing page designs for these web projects, in collaboration with web development team.
- Oversaw and executed graphic design for other incidental documents and projects.
- Screened, interviewed, and tested web design applicants to the IDMG design team.

Digital Video Editor

OmniPost (*June 1998 - April 2000*)

- Edited offline and online TV commercials, documentaries, audio-visual presentations, demo reels, and multimedia videos on the Macintosh-based Media 100 nonlinear editing system.
- Composed and rendered 2D effects, titles, countdowns, and animations for various projects using Adobe Photoshop and Adobe AfterEffects, with BorisFX and Blue Ice plugins.
- Provided support graphics and composite elements (e.g. image processing, textures, interface buttons) for various projects using Adobe Photoshop and Adobe AfterEffects.
- Performed rotoscoping, masking, chroma keying, and subtitling to assist other editors' projects.
- Performed basic sound editing in Media 100, including audio lay-in, audio-video sync, music-mixing, and sound-effects mixing.
- Studied basic editing procedures and methods on the Quantel Editbox and HAL Express non-linear editing and compositing systems.
- **Distinctions Received:** Araw Awards, 16th Philippine Advertising Congress (1999): "Dirty Finger," for Bench Alcolgel: Gold Award Winner, Low Budget TV Production, Silver Award Winner, Personal Care Category

EDUCATION

Maryland Institute College of Art (2002-2003)

Master of Arts in Digital Art

Distinctions Received: MICA Digital Art Award

Ateneo de Manila University (1994-1998)

Bachelor of Arts in Communication

Extra-curriculars: Graphic Design & Photography Editor for student newspaper *The GUIDON*