

# Paulo Ordoveza RÉSUMÉ

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Digital communications specialist with Bachelor's degree in Communications and Master's degree in Digital Art; background in graphic design, video editing, web development, and journalism. Good with Adobe Creative Suite, Microsoft Office, HTML5, CSS, Javascript, WordPress, video editing, copywriting, copyediting, UX/UI design, social media, and project management. Canadian permanent resident and U.S. citizen, currently in Halifax, NS.

## WORK HISTORY

### **Visual Information Specialist, Library of Congress: Congressional Research Service** *(Nov 2016–Dec 2018)*

- Designed charts, maps, infographics, and other data visualization products for use in research presented to United States Congress and Senate. Also designed flyers, banners, signs, and other internal collateral for Communications and Directors' offices.
- Represented CRS design team in design review sessions to gather graphics requirements for future research products.
- Assisted in formulation of new visual brand guidelines for CRS, creating new standardized dataviz colour palettes, Powerpoint presentation templates, and video ID title card templates.

### **Senior Designer, Valador Inc.** *(July 2013–Oct 2016)*

- Led a small team of graphic designers in creating web, print, and video graphics for various types of government and private clients, as well as for contract proposals and internal communications.
- Edited and produced videos focusing on workforce diversity and STEM recruitment for NASA, including clip selection, video preparation for web and TV, and creating and synchronizing closed caption files.
- Wordpress site design and development for NASA APPEL, Academy of Program/Project & Engineering Leadership.
- Drupal site management on NASA.gov, creating custom content and graphics for Asteroid Redirect Mission.
- Assisted in ISO 9001, ISO 20000, ISO 27001, and CMMI Level 3 certification processes.

### **Technical Producer, U.S. News and World Report** *(Apr 2007–Mar 2013)*

- Front end web development for USNews.com and associated rankings and travel sites. Executed design mockups in valid HTML, CSS, and Javascript adapted to TAL templates in Zope 2 and Pylons. Coded with PrototypeJS, jQuery, and Bootstrap libraries.
- 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 social media presence.

### **Web Designer and Developer, Smokescreen Corp.** *(Apr 2002–Jan 2007)*

- Web design and development, building smokefree activism, travel, and e-commerce sites in PHP, HTML, CSS, and Javascript.
- Designed banners, shirts, flyers, stickers, business cards, letterheads, and other marketing collateral.

**Digital Archivist, New Media Archives and Productions Inc.** (Oct 2000–Jan 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 PDF CD-ROM print archives.

**Web Executive, MyPhilippines.com** (May 2000–Sep 2000)

- Managed web design team of Impact Digital Media Group and MyPhilippines.com.
- UX and UI design of MyPhilippines.com web portal pages, including wireframes and HTML mockups.

**Digital Video Editor, OmniPost** (June 1998–Apr 2000)

- Edited offline and online TV commercials, documentaries, audio-visual presentations, demo reels, and multimedia videos using Media 100 editing system.
- Composed and rendered 2D VFX, titles, countdowns, and animations for various projects using Adobe Photoshop and Adobe AfterEffects.
- **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** (Sep 2002–May 2003)

*Master of Arts in Digital Art*

Distinctions Received: MICA Digital Art Award

**Ateneo de Manila University** (June 1994–Mar 1998)

*Bachelor of Arts in Communication*

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

## EXTRAS

- Open water certified scuba diver with some experience in underwater photography and videography.
- Social media viral image verification specialist, interviewed on BBC World for @PicPedant, a 25K follower Twitter account.
- Freelance graphic designer and web developer with a focus on small business corporate identity, logo design, package and label design, quick static website deployment, content management system installation and maintenance.