

# Maia Ocampo

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## Education

### GEORGE MASON UNIVERSITY, HONORS COLLEGE

Expected: May 2025

Bachelors of Fine Arts in Computer Game Design | Minor in Computer Science

GPA: 3.38

Relevant Coursework: Digital Game Design, Intro to Web Design, Data Structures, Automata Theory & Formal Methods, Computer Systems and Programming, Object Oriented Programming

## Work Experience

### TANBII - NASHVILLE, TN

#### UI/ UX Intern

June 2024 - Present

- Conduct competitive analyses identifying industry trends to inform improvements in design and usability
- Seek out feedback and user data to drive future design decisions that prioritizes the user experience
- Create user flows, wireframes, and prototypes to communicate design concepts to developers, product managers, and executives

### GEORGE MASON UNIVERSITY, HONORS COLLEGE COMMUNICATIONS TEAM - FAIRFAX, VA

#### Project Manager & Lead Intern

May 2023 – Present

- Consult with internal and external partners on communications initiatives to ensure alignment with the Honors College mission
- Engage with student feedback and user analytics to guide decisions on content format and project direction
- Train and mentor new interns in essential communication and multimedia proficiencies
- Analyze and develop organizational workflows, ensuring they are up-to-date and accessible to the wider team

#### Visual Medias Intern

September 2021 – Present

- Initiating and developing a groundbreaking 2D flash animation series, achieving an average of 1,000 views per episode
- Produce and edit videos for social media content with an average viewership of 2,000 views per post

## Leadership Experience

### MASON'S GAME ANALYSIS AND DESIGN INTEREST GROUP - FAIRFAX, VA

#### Vice President

August 2024 – Present

- Lead a team of 50+ students through the full product lifecycle of an original game concept
- Represent the various stakeholders within the team to make informed decisions on development and product strategy
- Develop and plan new initiatives to increase product and group visibility to target audiences
- Collaborate with the Production Manager to set production goals, track development, and user feedback cycles to ensure the quality of games produced

#### Production Manager

May 2023 – August 2024

- Oversaw the successful end-to-end development of three original game concepts with a multi-disciplinary team of 50+ students
- Implemented new marketing strategies and increased the visibility of our games by 32%
- Implemented strategies of Agile workflow to effectively balance cross disciplinary pipelines to ensure the timely delivery of student original assets
- Collaborated with the President to strategize and execute production plans, ensuring alignment with the club's mission and objectives

## Skills & Certifications

- Programming/Languages: Java (Advanced), Python (Advanced), C (Intermediate), C# (Intermediate), HTML (Advanced), CSS (Intermediate)
- Software: Figma (Advanced), Adobe Creative Suite (Expert), Microsoft Suite (Expert), Jira (Intermediate),
- Certifications: Atlassian Agile Project Management Professional Certificate (Est. October 2024), Autodesk 3DS MAX Certification (May 2021)