

# CHRISLIAN DAZA

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## EDUCATION

### University Of Florida

Bachelor of Arts: Digital Arts and Sciences

Gainesville, FL

May 2024

**Awards:** 2023 University Scholars Program, President's List Recognition during Fall 2022

**Relevant Classes:** Principles of Usability and Interaction, Project Methodologies, Game Systems Development 1 & 2.

### Broward Community College | Cumulative GPA: 3.90

Fort Lauderdale, FL

Honors Associate of Arts: Graphic Design

May 2021

**Awards:** President's List Recognition during Spring 2020, Fall 2020, and Spring 2021 Semesters, "IRM's" Scholar award.

**Relevant Classes:** Pre-Calculus, Statistics, Digital Arts and Graphic Design.

## TECHNICAL SKILLS & CERTIFICATIONS

**Languages:** Spanish (Fluent Native Spoken and Written), English (Fluent Spoken and Written).

**Certificates:** University of Miami UI/UX Design Introductory Certificate,

**Software:** Proficient in Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Figma, Ceros Studio and MS office suite.

Beginners' knowledge of Coding languages: HTML and C ++.

## PROFESSIONAL EXPERIENCE

### FICO | Demand Generation Intern | Sunrise, FL

June 2023 – Current

- Created personalized landing pages for 5 distinct client accounts, aligning with brand guidelines to promote the FICO Platform.
- Designed over 20 dynamic ads for campaign deployment on Terminus, achieving a remarkable 20k+ impressions per campaign.
- Enhanced workflow efficiency by manually converting 50+ design layouts from Figma to Ceros Studio software.

### Editorial Taller Del Éxito, Inc. | Graphic Designer | Sunrise, FL

May 2021 – July 2022

- Increased accessibility of financial literacy and self-help books to a Hispanic audience by translating and designing 4-5 book covers and layouts per month for best-selling books in the United States.
- Developed a plan and proposed a new design asset for an online book platform by directing a team of 4 in biweekly meetings over the course of 6 months.
- Integrated Gen Z marketing strategies into weekly newsletter sent to 400+ recipients.
- Co-created marketing campaign for book tour of Camilo Cruz and designing 10+ printed marketing assets.

### Broward College, Peer Forward & AmeriCorps | Peer Leader & IG Team Lead | Fort Lauderdale, FL

Sept. 2020 – July 2022

- Directed and restructured a group of 10 Peer leaders to manage the social media platforms increasing the engagement of students by a 10%.
- Redesigned the program's Instagram profile to update their feed according to the newest social media trends.
- Individually mentored and motivated between 8-10 students with their academic decisions, struggles or campus questions per semester to ensure that they met their academic goals.

### Tu En Nosotros | CEO & Founder | Pembroke Pines, FL

Aug. 2019 – Jan. 2022

- Negotiated availability, product specifications, distribution, delivery deadlines, and price with customers and manufactures.
- Designed, fabricated and tailored personalized clothing items depending on the customer's requests.
- Managed their social media platforms increasing purchases generating more than \$5,000 revenue during their first 4 months.

## LEADERSHIP & PROFESSIONAL DEVELOPMENT

### Gator User Design (GUD) | President & Co-founder | Gainesville, FL

Jan. 2023 – Present

- Established GUD, a student organization dedicated to further student knowledge in the fields of User Experience, Interface and product design with over 50+ members within their first semester.
- Delegate a team of 5+ dedicated officers and volunteers, ensuring seamless event planning and execution, leading to consistently high attendee feedback scores.
- Orchestrated 10+ successful events, including workshops, guest speaker sessions, and networking events, garnering enthusiastic participation from 50+ attendees.

### Society of Hispanic Professional Engineers | First Year Leadership Program Participant | Gainesville, FL

Sep. 2022– Present

- 1 of 40 students selected to participate in a cohort to enhance professional and leadership skills.

### Venezuelan Student Association | Community Manager Director | Gainesville, FL

Sept. 2022 – Present

- Assisting the community manager on creating a strategy for the management of the Instagram and TikTok page.

### Management Leadership for Tomorrow | Career Preparation Fellow | Washington, D.C.

Jan. 2022 – Present

- Selected as one of 1,000 for an 18-month professional development program for high-achieving diverse talent.
- Complete business case studies and intensive assignments to sharpen analytical, quantitative and communication skills.

### Google | BOLD Immersion Participant | Virtual

July 2022 – Aug. 2022

- 1 of the 50 students selected in North America to participate in a highly selective, virtual 3-week summer program focused on professional skill development and exposure to the business side of the technology industry at Google.