ANDRÉS MENESES

UX • PROJECT MANAGEMENT • WEB DEVELOPMENT

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ABOUT

Digital media professional with experience in user experience design, product-oriented project management, web development, and multi-channel marketing. Strengths include strong communication and collaboration skills, attention to detail, willingness to learn, and management of multiple projects with high levels of efficiency.

WORK EXPERIENCE

Web Content Specialist
11/2017 – PRESENT

American Nurses Association

- Manage upload and transfer content for web site following style guidelines
- Work closely with team to deploy properly optimized educational content to web site
- Ensure consistency of brand and content: text, audio, video
- Manage workflow and deadlines on multiple simultaneous web content efforts
- Implement online marketing and **SEO** by adhering to web publishing best practices —formatting, editing, and publishing a variety of content in CMS and **social media** channels

Product Manager
9/2017 – PRESENT

iMoveUp!

- Own the **vision** and the **roadmap** for **user interface design**, web development, workflow optimization, and communicating effectively with stakeholders
- Manage **product development life cycle**—distilling user stories, testing features, managing beta programs, and contributing to product marketing materials
- Gather user feedback and lead client-facing presentations
- Apply Agile principles in order to uncover essential user needs for optimal UX
- Wireframing and Digital Prototype Development

Digital Content Manager
2017 – 08/2017

American Pharmacists Association

- Conceptualize, develop, and manage online content for PharmacyLibrary.com
- Analyze and make data-aligned improvements to continuously enhance and improve **UI/UX**
- Oversee workflow management, iterations, content testing, and updates on **CMS**
- Manage vendors in the areas of **design**, **front end** and **back end web development**
- Coordinate editorial production workflow with authors, proofreaders, and typesetters
- Develop and implement digital strategy ensuring **SEO best practices** to promote content across web and social media channels

Key Accomplishments
- Implemented use of **project management** software **Jira** and **Agile** methodologies to more effectively manage the life-cycle of projects
- Improved vendor responsiveness by setting clear guidelines, timelines, and communications
- Boosted utilization of online product, Peripheral Brain 2017, by 18% compared to 2016 edition by leveraging responsive design, accessibility best practices, **Google Analytics**, and **A/B testing**

Project Manager: Knowledge and Publishing
2005 – 2017

The World Bank Group

- Provided daily, life-cycle **project management** of 15+ high-profile publishing projects
- Managed vendor and client deliverables within internal and external **digital** and **print** communication channels
- Produced highly-ranked **podcast** Ideas Unbound with 1,250 average plays per episode
- Maintained critical databases and **content management systems** for **SEO** and **data analysis** to increase audience impact through multi-channel **social media marketing**
- Worked within a **Scrum** framework to produce content for Open Knowledge Repository and eLibrary and maintain **WordPress** and **Drupal** platforms
- Refined project workflows and deployed metrics to improve productivity
- Participated in cross-team **mobile app** and **web portal** working groups
- Designated **team lead** backup due to consistently high performance

Key Accomplishments
- Implemented business model transition from traditional to new media publishing
- Leveraged digital, **social media**, and **Google analytics** for improved UX
- Improved production efficiency by 20% for a World Bank division by implementing new design standards, efficient workflows, and repositioning digital media presence

SKILLS

- CODING -

Bootstrap, Javascript, HTML, Git, jQuery, CSS

-PROTOTYPING & PROJECT MANAGEMENT -

WordPress, Jira, Photoshop, InDesign, Illustrator, AEM, MSProject, Optimizely

EDUCATION

B.S. New Media Publishing – Graphic Communications

Rochester Institute of Technology
CUM LAUDE

Codecademy Pro Intensive: Front End Web Development

Codecademy

Codecademy Pro Intensive: Front End App Development

Codecademy   IN PROGRESS
COMPLETION: 12/2017

INTERESTS

Chief Blog Editor – Social Media Manager: Insight Meditation WDC

Wellness: Certified meditation, yoga teacher, and CrossFit coach