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## SOLID BACKGROUND IN ALL ASPECTS OF UX RESEARCH, DESIGN & DIGITAL STRATEGY

I have extensive experience in everything related to digital media, project management, SEO, design, prepress, branding, and marketing. I received my Bachelor of Arts degree from CSULB in Journalism, Public Relations, and Spanish in 1991 and completed coursework at Art Center College of Design in 1997.

Throughout my twenty-year career, I have been involved in the planning and management of hundreds of outstanding design and development projects for companies such as Netscape, Disney, Fox Sports, SFUSD, San Jose Mercury News, Paso Robles Vintners & Growers Association, Intergraph Corporation, and Stater Bros. Markets.

Wrote social media policy and trained corporate staff on responding to reviews using one voice for a consistent message. **Researched and selected several IT platforms for digital marketing, project management, and social media listening tools for user reviews.** Compiled user manuals and trained all corporate staff on using CMS and keyword-rich copywriting. Spearheaded digital brand awareness across the social landscape and developed personas to target specific demographics by leveraging Nielsen Spectra data.

Utilize human-centered design strategies to generate user stories and process flows to identify useful features and create wireframes using an iterative design strategy. Excel at digital strategy, research, and creating memorable user experiences.

## EDUCATION

Bachelor of Arts, Journalism/Public Relations, Spanish  
California State University, Long Beach, CA (1991)

Art Center College of Design, Pasadena, CA  
(1995–1997)

## TECHNICAL SKILLS

Photoshop, Illustrator, Dreamweaver, Acrobat, InDesign, Quark, Flash, Final Cut Pro, MS Office, HTML5, CSS3, Windows, OS X, familiarity with Joomla, Java, XML, ASP, Spry, Visual Studio, Axure, Sketch

- User Experience (UX/UI)
- User Interface Layer Development
- Prototyping
- Wireframing
- Responsive Design
- Information Architecture
- Search Engine Optimization and Marketing (SEO/SEM)
- ADA, W3C Compliant Mobile Development

## PROFESSIONAL EXPERIENCE

**Begrafic.com**, Los Angeles, CA 2016–PRESENT

### DIGITAL CONSULTANT / USER EXPERIENCE

- Develop identity branding and responsive websites
- Offer full range of digital strategy, marketing, and graphic design services
- Create and improve the customer journey for greater engagement and ROI
- Produce keyword-rich copywriting and interesting content for diverse markets

**Stater Bros. Markets**, San Bernardino, CA 2012–2016

**DIGITAL COMMUNICATIONS COORDINATOR / PROGRAMMER ANALYST / UX RESEARCH**

- Spearheaded all corporate digital brand efforts
- Provided usability engineering, user experience research, information architecture, business analysis, systems analysis, user experience design, creative direction and enterprise strategy
- Evaluated and reported on new technologies: CMS platforms, data aggregators, NAP data cleanup, email marketing strategy, analytics, SEO, and web integration enhancements
- Coordinated all digital vendor programs, promotions, and digital ad campaigns
- Oversaw, edited, and approved all website content, graphics, and vendor ads
- Investigated user behavior while collaborating across the organization to ensure continuous process improvements
- Produced new information architecture and responsive designs improving usability and bounce rate
- Restructured, designed, wrote, and coded intranet site for employee kiosks and weekly email marketing campaigns
- Oversaw development of materials to improve Stater Bros. Markets' image on social media
- Championed for greater user experience across all platforms
- Conducted UX research and information architecture deliverables: site maps and user flows
- Created training manuals for each department on how to upload content using Episerver CMS
- Established and oversaw all social media accounts and wrote corporate social media policy
- Researched digital solutions for integrating recipes, weekly circular, coupons, and shopping list and reported findings to decision makers

**Begrafic.com**, Los Angeles, CA 2007–2012

**DIGITAL STRATEGIST / USER RESEARCH**

- Conducted landmark web usability study for Intergraph Corporation
- Tailored layouts according to research and Google Analytics
- Created user experience workflow diagrams, wireframes, and interactive prototypes
- Designed and developed data-driven websites for Victory Sweepers and PSC Investments
- Designed trade show booth display for conference in Silicon Valley for Avalan Wireless
- Provided analysis and optimization based on web metrics using Google Analytics
- Produced identity branding, logos, and print collateral

**White Tiger Printing**, Huntsville, AL 2005–2007

**WEBMASTER / ART DIRECTOR**

- Created brand identity for White Tiger Printing and partner companies
- Designed, wrote, and developed new ads, logos, folders, business cards, billboards, calendars, brochures, pop displays, holiday cards, and DVD collateral using Photoshop, Illustrator, InDesign, Dreamweaver, and Flash
- Produced new information architecture, wireframes, and websites using cascading style sheets (CSS) and HTML
- Developed complex media materials, wrote copy and designed ads for web and print

**Foxsports.com**, Los Angeles, CA 2003–2005

**PHOTO EDITOR / DESIGNER**

- Optimized online photos for publication and designed layouts at a very quick pace
- Produced centerpieces, thumbnails, compiled and uploaded photo galleries using CMS
- Designed Flash banners
- Cross-trained new staff on Photoshop and CMS

**Begrafic.com**, Los Angeles, CA 2000–2003

**DIGITAL CONSULTANT / USER EXPERIENCE**

- Created websites and marketing materials for clients such as Disney, RAND Corporation, US Interactive, Gilbert USA, and Chinese Laundry Shoes
- Client work included online storefronts, ads, posters, calendars, logos, and email campaigns
- Designed information architecture and user experience workflows for seamless site navigation

**Shopsports.com/Copeland's**, San Luis Obispo, CA 2000–2000

**SR. WEB DESIGNER**

- Redesigned and restructured websites for online sporting goods company
- Developed page layouts and coded templates for affiliate sites, including major national sports leagues (NHL, NFL, MLB, and NBA)
- Designed pages for improved user experience
- Translated and customized Shopsports.com site into Spanish for Hispanic customers
- Trained and mentored staff on design principles, copywriting, and software use

**Event 411.com**, Marina Del Rey, CA 1999–2000

**WEB DESIGNER**

- Created designs for business-to-business (B2B) software companies offering online event planning tools
- Tracked banner traffic and tailored ads accordingly
- Compiled, designed and edited user manuals
- Collaborated with cross-functional and diverse workforce

**San Francisco Unified School District Language Academy**, San Francisco, CA 1998–1998

**WEBMASTER / DESIGNER**

- Redesigned website
- Created communication materials for teachers and staff
- Trained staff on web design, HTML and desktop publishing
- Provided instruction on using computers and teleconferencing equipment to teachers at SFUSD
- Encouraged and facilitated cooperation among staff

**Netscape Communications**, Mountain View, CA 1998–1998

**SCHEDULING COORDINATOR / DESIGNER**

- Coordinated all Netscape Learning (NL) classroom schedules
- Redesigned and maintained NL intranet and internet sites
- Created print designs for NL staff using Photoshop and Illustrator

**Caltech, GPS Division**, Pasadena, CA 1993–1998

**WEBMASTER / DESIGNER**

- Developed site structure and page layouts to launch the first-ever website for Caltech
- Provided concept and production of all print, web, and logo designs for the Division of Geological and Planetary Sciences and the Seismological Laboratory
- Served as editor and designer for the original GPS alumni newsletter
- Designed brochures, ads, lectureship flyers, invitations, and building signage
- Wrote curriculum and conducted computer training classes in HTML and web design for GPS staff and students
- Wrote instructional guides on desktop publishing for staff in all departments at Caltech

**LANGUAGE SKILLS:** Complete fluency in Spanish language and cultural idiosyncrasies