

Experienced digital media production professional with a background in government and politics, and a specialization in utility player roles in small and scrappy teams.

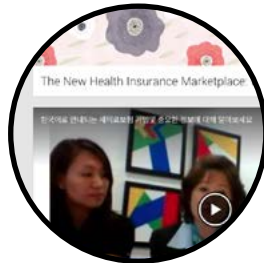
Victor Diaz Zapanta

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Project Highlights



Data.gov Relaunch
Lead designer



AAPI ObamaCare Hangout
Communications advisor



ConsumerFinance.gov
Senior designer



BarackObama.com (2008)
New Media Producer

Job Experience

Consumer Financial Protection Bureau

Senior Designer, December 2010-Present

Founding member of agency digital team. Designer+front-end developer for all three iterations of ConsumerFinance.gov. Helped develop agency brand and visual identity with CFPB Digital in collaboration with IDEO.

Data.gov (Detail)

Lead Designer, November 2013-December 2013

Led design for Data.gov relaunch, a key open data initiative for Obama administration. Relaunch included implementation of Data.gov's first responsive layout and a user interface that was informed by usability testing with real-world users and stakeholders.

White House Initiative for AAPIs (Detail)

Communications Advisor, June 2013-November 2013

Expanded WHIAAPI's use of social media, including organizing a series of Google+ Hangouts held in various Asian languages. The first Hangout in Korean had 800+ real-time participants, exponentially higher than the organization's prior online events.

Well & Lighthouse

Digital Producer, June 2010-November 2010

Developed WordPress templates for political websites. Designed wireframes, graphics for clients including Harry Reid, Al Franken.

ThinkProgress.org

Researcher, April 2009-May 2010

Blogged and produced videos for ThinkProgress.org with a focus on conservative Tea Party groups.

Obama for America

New Media Producer, August 2008-November 2008

Created designs for Obama campaign in Florida using OFA visual identity. Produced videos.

Hillary Clinton for President

Research Associate, March 2007-June 2008

Led media monitoring team, produced opposition-research videos that garnered over one million hits and coverage in outlets including The New York Times, Drudge, NBC News, and other national outlets.

Education

University of California at Davis B.A. Technocultural Studies, 2006

Skills

HTML/CSS, responsive design+development, Adobe Creative Suite, WordPress, GitHub, photography, video production.