

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

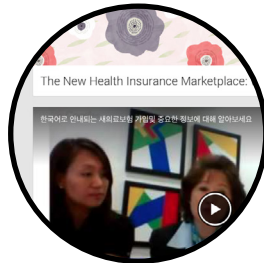
Victor Diaz Zapanta

(213) 444-0042 • victor@vz3.co • vz3.co

Project Highlights



Data.gov Relaunch
Lead designer



AAPI ObamaCare Hangout
Communications, outreach



ConsumerFinance.gov
Lead WordPress developer



BarackObama.com (2008)
New Media Producer

Skills + Interests

HTML/CSS development, Adobe Photoshop, Lightroom, Illustrator, InDesign, and Premiere, WordPress development, user-oriented design, usability testing, photography, video production, gaming, film, and gadgets.

Job Experience

Consumer Financial Protection Bureau

Senior Designer, December 2010-Now

Founding member of Technology+Innovation team. Developed agency brand and visual identity in collaboration with in-house digital team and IDEO. Designer and front-end developer for all three iterations of ConsumerFinance.gov since 2010.

Data.gov (Detail)

Lead Designer, November 2013-December 2013

Led design efforts 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 over 800 real-time participants, an exponential increase from the organization's prior online events.

Well & Lighthouse

Digital Producer, June 2010-November 2010

Developed WordPress templates for political websites. Created wireframes, branded graphics for campaigns.

Center for American Progress

Researcher, April 2009-May 2010

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

Obama for America

New Media Producer, August 2008-November 2008

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

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 Report, NBC News, and other national outlets.

Education

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