

Experience

Director of Development

The Seattle Times / seattletimes.com – May 08 to Present

As part of senior management, shapes and executes the vision for the site and company. Leads a dedicated team of engineers and designers in research and development focusing on creating innovative tools and applications for both staff and readers. Projects managed include taxonomy, site-wide commenting, mobile site, MtN: World Edition and 2008 election coverage.

Board of Directors / Online

National Association of Hispanic Journalists – Jul 08 to Present

After more than a decade of involvement with the organization, was elected to represent Web Journalism on the national board. Emphasis on organizing the annual national convention, planning national workshops and development.

Senior Producer / News

The Seattle Times / seattletimes.com – Mar 07 to May 08

Managed a diverse team focused on news (local, nation, world and business) online - including daily production, breaking news and special projects. Oversees workflow infrastructure and site development, worked closely with every department to transition to Web and taught multimedia storytelling techniques. Among the select senior editors charged with moving the newspaper to a news organization.

News Producer

The Seattle Times / seattletimes.com – Nov 02 to Mar 07

While focusing on the daily updating of the homepage, helped with the overall vision and goal of the site. Worked closely with every department in the newsroom. Special projects include: 2004 Presidential Election, Conflict in Iraq, Mount St. Helens, Columbia Disaster and Olympic Sculpture Park. Brought audio and video elements to daily content without vendor software.

Web Designer/Consultant

La Prensa Gráfica (San Salvador, El Salvador) – Mar 02 to Aug 02

Led the re-design, improved the logic and general feel of El Salvador's largest daily newspaper site. Special projects: The 2002 World Cup, George W. Bush visit, Crisis in Venezuela.

Web Producer

San Francisco Chronicle/SF Gate – Nov 00 to Dec 01

Photo editor and designer for the Bay Area's premier Web portal. Focused primarily on Chronicle-based specials and the Day in Pictures column. Special projects include: AIDS at 20.

Online Editor

Hearst-owned San Francisco Examiner – Nov 99 to Nov 00

As a member of a 7-person team, helped develop and design eXaminer.com, as well as edit daily content. Special projects: Dying Young, Reflections and Bay to Breakers.

Awards, Skills & More

Lifetime member of NAHJ: Organized workshops – focusing on New Media – for two conventions. Taught the student online project for more than 5 years. Alumni of student projects.

CNN's Digital Media Workshop: Attended the inaugural multimedia workshop offered but the network, representing the National Association of Hispanic Journalists.

The Poynter Institute: Attended the Leadership for New Managers weeklong workshop on a scholarship through National Association of Minority Media Executives.

Western Knight Center for Specialized Journalism Fellowship: The weeklong seminar at University of California, Berkeley, focused on multimedia reporting and convergence.

Blue Earth Alliance (former board member): With a focus toward online, helped the non-profit to support "Photography that Makes a Difference."

Diversity/student programs: Participant in a variety of projects and programs including, NAHJ's Latino Reporter (print), ASNE Student Reporter (print) and Unity Journalists mentor program.

Joel Garcia Memorial Scholarship: Recipient of the scholarship offered by the California Chicano News Media Association. (2000)

Freelance Designer: Created Web sites for non- and for-profit events and organizations.

Other skills: Fluent in Spanish. Working with Mac/PC for more than a decade. Master HTML/CSS developer. Advanced user of Adobe PhotoShop, Illustrator, Microsoft Word, Excel and more. Experience with photographic techniques, picture editing, and audio/video production.

Education

Universities

San Francisco State University– graduated in 2000

Los Angeles Pierce College

Internships

LatinoLink.com/Latino.com – Aug 99 to Nov 99

Yakima Herald-Republic – June 99 to July 99