


# Deborah Arroyo

Sr. Visual Designer | Creative Director

Arlington, VA 22204 

(703) 347-1561 

deb@dagraphix.com 

deboraharroyo 

dagraphix.com/#works 

Deborah is a Visual Designer with over 15 years of professional experience working cross-functionally on both the Marketing and Product teams in Branding, Digital, Print and UI/UX consulting for a wide variety of organizations including non-profits, government, financial, retail, broadcast, advertising firms and a startup. She makes visual and usability improvements to online products, streamlining the user experience and maximizing user-engagement by translating user research findings into sitemaps, user flows, wireframes, prototypes, and other UX artifacts.

---

## Skills

- Creative Strategy
- Concept Development
- UX/UI
- Visual Design
- Digital Marketing
- Art Direction & Design
- Responsive Web Design
- UX Research
- Familiarity with lean UX and agile methodologies
- Cross Functional collaboration
- Front End Dev: HTML5, CSS3, jQuery, JavaScript
- SOFTWARE: Adobe Creative Cloud, Sketch, InVision, Zeplin, Coda, Atom, Visual Studio,
- Technology Trend Awareness

---

## Experience

### VISUAL UX/UI DESIGNER

PUBLIC BROADCASTING SERVICE, ALEXANDRIA, VA | NOV 2017 – PRESENT

Tech and Ops maintains public television's leadership position in digital broadcasting and tech applications.

- Updated the PBS Workplace portal homepage navigation to match new information architecture requirements.
- Worked closely with the Product Manager in an agile environment, to create mockups, storyboard flows, and prototypes using an iterative design process to make usability interaction improvements to the portal.
- Collaborated with a manager of PBS Technology & Operations Modernization Initiative department to showcase their featured service at the spring annual PBS Technology Conference.
- Collaborated with Director of Product Development on the creation of product illustrations and printed materials, design iconography and create presentations that will be released to the public.

### VISUAL UX/UI DESIGNER

PUBLIC BROADCASTING SERVICE, ALEXANDRIA, VA | MAR 2013 – NOV 2014

- Collaborated in the re-design, and re-launch the PBS intranet and extranet social dashboard.
- Created UX data visualizations based on UX Researcher findings revamping the PBS user "dashboard" and new "Explore" content discovery features.
- Worked closely with strategy, UX researcher and development teams via iterative design UX/UI visual experiences to meet users and technology requirements for the PBS collaborative dashboard.
- Crafted dashboard iconography assets, and adaptive visual responsive systems.
- Designed and executed concepts for product training materials to encourage adoption of new PBS collaborative technology services delivered to PBS member stations.
- Designed trade show concept promoting the re-launch of PBS intranet and extranet communication platform with business social media tools at the annual PBS Technology Conference.

## **SR. VISUAL DESIGNER**

BROADCASTING BOARD OF GOVERNORS, WASHINGTON, DC | NOVEMBER 2014 – JUL 2017

Broadcasting Board of Governors (BBG) the parent organization for Voice of America (VOA) which produces digital, TV, and radio news content for international audiences and affiliate stations around the globe.

- Designed and Developed organization's marketing HTML email modular system of patterns and email templates to support affiliate relations and automate a twice daily RSS feed distribution of news to affiliates.
- Created Email Modular Design System guide for responsive email consisting of modules which were tested in over 40 + email clients using Litmus.com.
- Created a step-by-step users' guide to help unfamiliar employees with VOA YouTube channel visuals and social media search optimization process, which improves their placement in search results and social media.
- Created environmental design concept for the new VOA Africa Language Services news division space using vinyl decal signage.
- Designed multi-channel marketing campaigns and promotional materials for VOA and BBG initiatives. The CFC 2016 campaign increased employee action and commitment by 35%.

## **CREATIVE DIRECTOR/VISUAL DESIGNER/CONSULTANT**

DAGRAPHIX.COM, WASHINGTON, DC | *CONTRACTS* | MAY 2007 – PRESENT

Concept development, multi-channel campaign creation, visual design, UX/UI.

Clients: PBS, Kimley-Horn & Associates, The Mortgage Brokers Association, IHS Global, Destination DC, Edelman, Reingold Inc., Epilepsy Foundation, 14 Mobility Partners, YMCA, NCTQ, CAQH, AOC Intel, SEIU, Heritage Foundation, Calvert Group, Choice Hotels International, Cavus Media, LLC, APT Media Inc., Canada Institute, APICS, Rosetta Stone, Akamai Technologies, NASDAQ QMX, JBS International, Booz Allen Hamilton, United Way of America, USDA, Bloomberg BNA, Orbital Sciences Corp and the World Bank.

- Manage creative production including logos and other visuals
- Created cross-channel and cross-stakeholder materials, e.g. training information, etc.
- Designed and generated fully-interactive HTML prototypes and click-through which were used for client presentations, mock-ups, as well as user-testing studies.
- Integrated social media and other content, along throughout the user experience.
- Conceptualized brand campaigns and strategies
- Supervised creative & production teams in the development of unique promotional materials.
- Developed advertising campaigns that integrated print, interactive, and social media
- Web and digital design deliverables

## **LEAD VISUAL UX/UI DESIGNER**

SNAPP CLOUD (STARTUP), WASHINGTON, DC | NOVEMBER 2006 – MAY 2007

Design, build and operate branded app stores for device makers.

- Designed mock-ups for potential and existing clients to show how our web store applications would look if integrated into their systems.
- Designed business and product development pitches that secured partnerships with AOL and HP.
- Collaborated with product dev, marketing and engineers with the creation of user flows interactions for web store application.
- Designed the company website and multi-media promotions.

---

## **Education**

2001 **GRAPHIC DESIGN BFA** | SAVANNAH COLLEGE OF ART & DESIGN (SCAD), SAVANNAH, GA

---

## **Affiliations**

**AIGA** | DC Supporting Member    **IxDA** | The Interaction Design Association  
**The Interaction Design Foundation** | *Member #21910*