



AIMEE DIAZ-CALUB

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DIGITAL SKILLS

VIDEO & MOTION GRAPHICS

- VYOND
- CREATESTUDIO
- CHARACTER ANIMATOR
- AFTER EFFECTS
- CAMTASIA
- PREMIERE PRO
- FINAL CUT PRO
- KEYNOTE
- 2D/3D ANIMATION

CREATIVE SOFTWARE

- PHOTOSHOP
- ILLUSTRATOR
- ANIMATE
- XD
- SKETCH
- FIGMA
- PROCREATE
- UNITY
- AUTODESK MAYA
- LIGHTFORM PROJECTION
- OBS (LIVESTREAM)

AUDIO PRODUCTION/EDITING

- AUDITION
- LOGIC PRO

DOCUMENT DESIGN

- INDESIGN
- POWERPOINT
- ACROBAT PRO

AI TOOLS

- TEXT TO SPEECH
 - » SPEECHELO
 - » REVOICER
 - » WELLSAID LABS
- ADOBE FIREFLY

WEB DESIGN & DEVELOPMENT

- SHAREPOINT
- WORDPRESS | DRUPAL
- DREAMWEAVER
- HTML | HTML5 | XHTML
- JAVASCRIPT, JQUERY, CSS

COURSE CREATION

- ARTICULATE 360
- CAPTIVATE

CONTENT PUBLISHING

- QUMU | VIMEO | YOUTUBE
- FLIPPINGBOOK | ISSUU

CONTENT DEVELOPMENT

- ANALYSIS
- COURSE MAPPING
- LEARNING OBJECTIVES
- COPY WRITING/EDITING
- STORYBOARDING
- INTERACTIVE ELEMENTS
- ASSESSMENTS

PROFESSIONAL EXPERIENCE

KAISER PERMANENTE NATIONAL (ALL KP REGIONS) | MARCH 2014 - PRESENT

TECHNOLOGY & MEDIA LEAD, INTERIM INSTRUCTIONAL DESIGN MANAGER (PRESENT)
LEAD MULTIMEDIA CONSULTANT (2014-2022)

Team Management

- Currently managing the Instructional Design team with 15 staff, while matrix managing the Technology team, 13 members consisting of instructional designers, learning administrators, and digital developers
- Managed a team of 3 multimedia consultants responsible for design and development of employee and provider facing instructional materials
- Managed a team of 3 digital developers and 1 publisher/LMS reviewer, coordinating content and quality reviews with a wide range of SMEs, stakeholders and senior leaders
- Managed a team of developers for NCA migration, completed project on time and on budget

Talent Development | Continuous Learning

- Foster and support growth/career opportunities by cross training/collaboration and providing guidance, mentorship and helpful resources to TOP team members and beyond
- Design, manage, and conduct visual design & storyboarding workshops, and software inservice sessions (e.g., InDesign, Vyond, SharePoint, and other programs)
- Design and develop "How-to" videos (e.g., How to Customize a Communication Template, How to Share Media Content on Teams, etc.)

Quality & Excellence | Metrics & Measures

- Created and continue to develop quality control measures, assess efficiency and effectiveness of all media deliverables
- Review materials, provide feedback and coaching to improve and ensure high quality digital media
- Implement branding and ADA standards, and ensure consistency across all design outputs
- Utilize analytics, measures and metrics to determine value of all design deliverables
- Lead overall HPPSA Training & Organizational Performance quality and excellence team goals
- Demonstrate a commitment to quality and excellence by consistently researching and staying up-to-date on the latest industry trends, benchmarks, and best practices

Innovation | Digital Strategy Planning

- Authored and continue to develop digital learning/media strategy, plan and implementation
- Authored and continue to develop strategy and plan for Creative Technologies impacting learning and development (i.e., AR, VR, IoT, Projection Mapping, etc.)
- Strategically implement technologies and digital solutions to engage learner/user, empower employees, and optimize outputs
- Foster innovation and promote optimal learner/user experience (received NCA Service Excellence Award for Innovation in 2022)
- Lead Flippingbook, AI, and other learning technology initiatives, and work closely with the Technology Risk Office (TRO), legal/compliance, and vendor management teams
- Develop and deploy communication plans and tactics to fulfill strategic and operational goals

Digital Design & Development

- Gather and analyze information, map content to learning objectives, storyboard, ensure flow and sequence, apply interactive activities/elements
- Design and develop instructional materials and translate complex concepts into easy-to-read training documents and visual aids
- Create and develop key training program deliverables through high-impact, executive level work products
- Design motion graphics, 2D/3D animation, and produce multiple video types for learning and development

Project Management & Consulting

- Meet with stakeholders, SMEs, managers/leaders to assess training/digital design needs and business requirements, gather and analyze content, determine deliverable type(s), etc.
- Assign team members to specific projects, keep track of deadlines and follow through to completion
- Designed and developed digital media service request form, applied back end automation to project tracker for efficiency
- Provide consulting services to HPPSA teams and individuals on digital accessibility, software tools, provider/member facing materials, disclaimers, branding, etc.

EDUCATION

HARVARD BUSINESS SCHOOL

2022 | MANAGEMENT CERTIFICATE

- Organizational Learning
- Change Management

UNIVERSITY OF CALIFORNIA

IRVINE, CA

2015 | INSTRUCTIONAL DESIGN

- Principles of eLearning

FULL SAIL UNIVERSITY

WINTER PARK, FL

MASTER OF FINE ARTS

MEDIA DESIGN

2013 | Course Director's Award

CALIFORNIA STATE UNIVERSITY

SAN BERNARDINO, CA

BACHELOR OF SCIENCE

BUSINESS ADMINISTRATION

2011 | Dean's List

PORTFOLIO LINKS/ PREVIOUS WORK

- aimzartdesign.us
- OLA Self Service Tools
- Nigeria Quick Look
- Ditch the Desk
- Rakumba
- Timm Magazine
- [behance.net/aimzart](https://www.behance.net/aimzart)

PROFESSIONAL EXPERIENCE *(continued)*

UNIVERSITY OF CALIFORNIA RIVERSIDE, CA | FEBRUARY 2013 - FEBRUARY 2014

MEDIA DESIGNER/DEVELOPER (CONTRACT)

- Design and develop online courses
- Create motion graphics, animation and video effects to elevate the learner experience
- Use multimedia to effectively communicate concepts to users
- Create and design online interactive forms, assessments/quizzes, embed on web pages
- Write technical materials, proofread and edit text

KEYSTONE PACIFIC PROPERTY MANAGEMENT IRVINE, CA | MAY 2012 - JANUARY 2013

WEB TECHNOLOGIES | MARKETING SPECIALIST (CONTRACT)

- Acted as the Director of Web Technologies
- Conducted training for 100+ managers on web Board Portal and statement processes
- Managed and facilitated information technology and marketing meetings
- Responsible for design/maintenance of over fifty community websites, media materials, proposals, press releases, slideshows, etc.
- Troubleshoot technical issues

AIMZART DESIGN CHINO, CA | JULY 2013 - PRESENT

OWNER | CHIEF EXECUTIVE OFFICER

- Manage team of 8-12 web/graphic designers and developers (based on project scope)
- Coordinate with multiple vendors, SMEs (e.g., hosting platform, data transfer, migration, conversion, analytics, etc.)
- Build relationships with clients worldwide in the training, instruction/education, simulation, and digital design areas (e.g., Global Being, GMSTI, Clear Visions, etc.)
- Create websites, instructional courses, motion graphics, and other media materials
- Create storyboards, wireframes, mockups, models and navigation structures

RLMM VENTURES, INC. ONTARIO, CA | JANUARY 2010 - DECEMBER 2014

OWNER | MANAGING DIRECTOR

- Owned and operated 2 restaurants
- Managed HR - hire, train, evaluate performance of 40+ staff
- Managed business operations (e.g., inspections, vendor management, accounting, etc.)

DONAHUE SCHRIBER COSTA MESA, CA | MAY 2005 - MARCH 2006

MARKETING ADMINISTRATOR

- Designed and managed web development, media materials, programs, and events
- Managed reporting, cost and budget planning for each project

G7 GROUP, INC. NEW YORK, NY | OCTOBER 1997 - APRIL 2002

WEB & GRAPHIC DESIGN SPECIALIST

- Designed and created all media materials
- Responsible for copy writing, editing, design, layout, proof review and printing of all communication/media collateral and publications
- Responsible for overall company branding, quality, and consistency across all digital and print media materials
- Designed and maintained company web site

References available upon request.