

# alicia soriano

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San Diego, California

## SUMMARY

Graphic Designer with over 6 years of experience in creating designs across various digital platforms. Expert at translating ideas into visuals, with a strong foundation in typography, layout design, and branding. Seeking to lead creative projects by leveraging my knowledge in visual communication.

## EXPERIENCE

### **Solar Turbines Inc. | IT Project Manager | May 2021 – March 2024**

- Led ceremonies such as sprint planning, daily stand-ups, retrospectives, and demos within the engineering and development team to meet project commitments
- Collaborated with project leads to develop project plans, resource allocations, task breakdowns, and refining the product backlog to ensure alignment with business objectives
- Managed the team's sprints and dashboards in Azure DevOps to ensure optimal velocity
- Supported the UI designers, developers, and product owners in maintaining and updating the company's web applications
- Led design responsibilities for creating effective user experiences across various digital platforms
- Worked with product owners and stakeholders to review goals and remove impediments
- Escalated risks and dependencies to upper management, providing solutions to meet project requirements
- Communicated project updates, milestones, and risks to key stakeholders and senior management, ensuring alignment and engagement throughout the project

### **Solar Turbines Inc. | Digital Marketing Communications Specialist | April 2020 – May 2021**

- Served as the liaison between Subject Matter Experts and Marketing to develop brochures, datasheets, newsletters, and corporate presentations
- Supported the webinar team with the creation of graphic design material
- Collaborated with content owners to periodically update the Marketing SharePoint site
- Redesigned images for solarturbines.com and social media
- Coordinated the distribution of marketing collateral through solarturbines.com, social media, and the Marketing SharePoint site

### **Solar Turbines Inc. | Global Sales and Marketing Support | April 2018 - April 2020**

- Trained over 62 Account Managers by developing interactive online training modules
- Developed SharePoint sites for the Asset Redeployment and Customer Services teams
- Supported the Customer Services and Sales team's marketing efforts
- Coordinated monthly sales forums and annual Account Manager trainings

## EDUCATION

**University of California Irvine** | User Experience/User Interface Design | 2022

**California State University Long Beach** | Bachelor of Arts in Graphic Design | 2013

### **Tools**

Adobe Creative Cloud  
Articulate 360  
Azure DevOps  
Figma  
Hubspot  
Tableau

### **Design & Research**

A/B Testing  
Agile Project Management  
Usability Testing  
User Interview  
User Research  
Wireframing & Prototyping

### **Languages**

Spanish (Native)  
German (Fluent)

### **Volunteering**

SDXD Volunteer  
(San Diego Experience Design)