

# SHABNAM STAEBLER

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[www.ShabnamStaebler.com](http://www.ShabnamStaebler.com) | [Shabnam.api@knights.ucf.edu](mailto:Shabnam.api@knights.ucf.edu) | 407-683-2816

## SUMMARY



I am a digital enthusiast. I am interested in design and development of digital experiences. I have experience with design and development of digital games, interactive entertainment and applications, web and internet-based applications, graphic design, digital and new media, animation and photography.

## COMPUTER SKILLS

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### UI/UX:

- User Research
- Modeling user data (personas & scenarios)
- UI Design and Wireframing
- Prototyping

### Relevant Tools:

- Pencil and paper
- Axure

### Visual Design:

- Photoshop
- Illustrator
- InDesign

### Project Management:

- JIRA
- BaseCamp
- Clarity

### Front-end development:

- HTML
- CSS
- JavaScript
- WordPress (CMS)

### Relevant Tools:

- Adobe Dreamweaver
- Sublime Text

### Game Development:

- Unity 3D
- Adobe Flash

### Research & Other:

- SPSS (Statistics)
- Microsoft Excel
- Microsoft Word
- Microsoft PowerPoint

### Programming Languages:

- ActionScript 3.0
- C/C++
- C#

### Relevant Tools:

- Microsoft Visual Studio

### Version Control:

- Perforce
- Subversion

### Languages:

- English (Fluent)
- Farsi (Native)
- Arabic (Basic)

## GENERAL SKILLS:

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- Great teamwork and communication skills
- Able to take direction and work independently
- Experienced multi-tasker and able to work on multiple projects in parallel under tight deadlines
- Great management and organizational skills
- Also, have keen eye for visual design and able to communicate ideas graphically

## WORK EXPERIENCE

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Nov 2015 –  
Present

### **Digital Producer** at *Walt Disney Parks and Resorts Digital (WDPRD) – Celebration, FL*

- Responsible for managing a team of 10+ developers, QA engineers and producers supporting the successful daily operation of the WDPRD eCommerce applications and content sites
- Communicating with business partners, product owners, account managers and creative team members to quickly turn around business requests
- Managing \$2M+ across multiple projects and allocating team members based on project requirements
- Forecasting, managing, and reporting on project financials, such as weekly burn, planned vs. actual, actuals by task, project variance, etc.
- Estimating the necessary funding and level of effort for minor to medium operations efforts and enhancements
- Delivering small-medium sustainment projects on-time and on budget, while making recommendations for best execution options
- Practicing Agile development and serving as Scrum master to conduct Scrum, sprint planning/point estimation, and retrospective meetings
- Managing the code deployment processes and assisting the team with removing any potential blockers during the development cycle
- Building out pages and making changes to content pages in the Content Management System (CMS).

Jun 2015 –  
Nov 2015

### **Multimedia Specialist** at *SKANSKA USA Building – Orlando, FL*

- Responsible for design and development of interactive content and custom built presentations in ActionScript 3.0 for visualizing future projects' concepts and ideas as part of Advanced Visualization Group (AVG).
- Design and development of internal interactive tools for facilitating the company's internal workflows
- Visual design for the above-mentioned products
- Web design & front-end development of the company's partners' website.

Oct 2014 –  
Jun 2015

### **UI/UX Designer** at *ViaAir, LLC – Maitland, FL*

- Responsible for UI/UX design of the company's existing and new digital products (e.g: booking flow's UI redesign)
- Web design for promotional landing pages
- Graphic design for web including all needed digital assets such as online ads, animated banners, and flyviaair.com's promotional graphics
- Graphic design for print including posters, magazine ads, signs, banners and other on demand print projects (e.g: company's holidays greeting cards, membership tiers cards design, etc).

Jul 2014 –  
Jul 2015

**User Experience Designer (1099 Contract)** at *Innovative Logix, LLC – Orlando, FL*

- Responsible for ideation and defining user experience, UI & graphics design and providing overall design direction for "Homework Conquest", a homework management Web & Mobile app for K-6 students and their parents.

Feb 2014 –  
Apr 2014

**Adjunct Instructor of Game Design** [Game Production II (GAME360)] at

*IADT Orlando (Now Sanford Brown College) – Orlando, FL*

- Responsible for teaching intermediate-level game design in Unity 3D game engine using the engine's GUI and JavaScript as the game programming language
- Designing the syllabus and course materials
- Preparing lesson plans, lecture materials and slides for each week based on the week's assigned topic
- Designing assignments, midterm and final exams and In-class projects based on the week's assigned topic
- Grading all the assessment materials
- Helping the students in implementation and debugging/fixing errors in their games

Aug 2013 –  
Apr 2014

**Graduate Teaching Associate** – Fundamentals of Interactive Design [DIG2500c] at

*University of Central Florida – Orlando, FL*

- Responsible for teaching how to design mobile apps and games UI using Adobe Flash CS6 and ActionScript 3.0
- Creating lectures, appropriate code snippets and tutorials to fully explain each concept and show how they work in practice
- Grading provided assessment materials (Assignments and projects)
- Helping students in implementation and testing their projects and debugging errors

May 2013 –  
Aug 2013

**UI/UX/ Graphics Design Intern** at *BW Engineering Services, LLC – Orlando, FL*

- Responsible for conceptualizing and creating UI artifacts such as wireframes, comps and interactive prototypes for a Voir Dire (Jury Selection, questions, etc) iOS (iPad) app.

Sep 2011 –  
May 2013

**Graduate Research Assistant / Game Designer/ Graphics Designer** at *Media & Learning Lab at University of Central Florida – Orlando, FL*

- Responsible for designing and developing interactive mini-games in Flash and ActionScript 3.0 as accompanying research material for an NSF funded interactive simulation game called MEteor.
- Assisting the measures team with designing and conducting studies around this simulation being used by middle school students to learn about physics concepts.
- Organizing image and video data, analyzing the data and writing research reports based on the findings
- Helping with the installation of the simulation at UCF, Museum of Science and Industry (MOSI) in Tampa and other showcases where the simulation was presented

Jun 2011 –  
Aug 2011

**Creative Intern/ Developer at Monster Media, Inc. – Maitland, FL**

- Responsible for assisting the developers with creating and testing (debugging and QA) ActionScript 3.0 code components for Out of Home Digital Interactive Advertising projects.

## EDUCATION

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Fall 2011 – Summer 2014

**Master of Fine Arts, Emerging Media – Digital Media Track**

*University of Central Florida – Orlando, FL*

Fall 2013 – Spring 2014

**Graduate Certificate, Entrepreneurship**

*University of Central Florida – Orlando, FL*

Fall 2010 – Spring 2011

**Master of Science, Interactive Entertainment**

*Florida Interactive Entertainment Academy (FIEA) at University of Central Florida – Orlando, FL*

Fall 2005 – Spring 2009

**Bachelor of Science, Computer Engineering – Software Track**

*Tabarestan University – Chalus, Iran*

## PUBLICATIONS & AWARDS

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Jul 2013

[Mixed Reality Space Travel for Physics Learning – Springer](#)

*Published in the Lecture Notes in Computer Science book series (LNCS, volume 8022), Springer, Berlin, Heidelberg*

Jul 2013

**Mixed Reality Space Travel for Physics Learning – HCII 2013**

*Human Computer Interaction International Conference 2013 – Las Vegas, NV*

2012

**Internationalization Award – University of Central Florida**

*2012 Internationalization Award for the outstanding volunteering work for International Students Center at University of Central Florida.*