SHABNAM STAEBLER

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SUMMARY

In a nutshell, I am a digital enthusiast -- interested in design and development of digital experiences. Over the course of my 6-year career, from teaching and mentoring undergraduate students while in graduate school to working for a fortune 100 company like Disney, I've developed a diverse skill set including [Visual] Design, [Software] Development, and [Project/Team] Management and I confidently label myself an experienced generalist. I have consistently demonstrated creative and critical thinking, leadership and teamwork, as well as adaptability and multi-tasking abilities in every aspect of my current and previous roles. I truly enjoy putting several hats on while working on different projects and my vibrant personality and sense of humor enables me to handle tight deadlines and concurrent projects with ease.

COMPUTER SKILLS

UI/UX:

- User Research
- Modeling User Data
- UI Design
- Wireframing
- Prototyping
- Axure

Web:

- HTML/CSS
- SDL Tridion (CMS)
- Hippo (CMS)
- Content Editor (CMS)
- WordPress (CMS)
- Sublime Text

Programming Languages:

- ActionScript 3.0
- JavaScript
- C/C++
- C#
- Microsoft Visual Studio

Visual Design:

- Photoshop
- Illustrator
- InDesign

Game Development:

- Unity 3D
- Adobe Flash

Version Control:

- Perforce
- Subversion

Project Management:

- Confluence (JIRA, Wiki)
- VersionOne
- AirTable
- Clarity
- BaseCamp

Research & Other:

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

Languages:

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

GENERAL SKILLS:

- 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

**Nov 2017 –
Present**

Digital Producer at *Walt Disney Attractions Technology (WDAT) – Lake Buena Vista, FL*

- Working on an enterprise level Content Management System (CMS) migration project to a new platform (SDL Web/ Tridion).
- Contributing to the continued development and maintenance of the new platforms by identifying and documenting bugs, new features and functionalities.
- Identifying and escalating issues and risks that would impact project schedule and team success and leading efforts toward resolutions.
- Creating and deploying content across different websites as needed and validating the existing content within the CMS to ensure the accuracy and quality of the delivered content.
- Providing support to other production teams as part of an in-house "expert" team for certain content publishing issues within SDL Web/ Tridion.
- Collaborating with other Content Producers to improve production workflows.

**Nov 2015 –
Nov 2017**

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 custom interactive presentations in ActionScript 3.0 for concept visualization and presentation to stakeholders as part of Advanced Visualization Group (AVG).
- Acting as project manager, handling communications between the design/ development team and project partners and managing clients' expectations.
- Design and development of different internal interactive tools for facilitating the company's internal workflows.
- Visual design and User Interface Design for all 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.
- 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 (Freelance Project) at *Innovative Logix, LLC – Orlando, FL*

- Responsible for ideating 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 at *IADT Orlando (Now Sanford Brown College) – Orlando, FL*

- Responsible for teaching **"Game Production2"** [GAME360] - Spring 2014 - Intermediate-level Game Design and Development in Unity3D & JavaScript.
- Designing the syllabus, preparing lesson plans, lecture materials, In-class projects, assignments, midterm and final exams and grading the provided assessment materials.
- Helping the students in implementation and debugging/fixing errors in their games.

**Aug 2013 –
Apr 2014**

Graduate Teaching Associate – at *University of Central Florida – Orlando, FL*

- Responsible for teaching **"Fundamentals of Interactive Design"** [DIG2500] - Lab Section - Fall 2013 & Spring 2014 - the basics of Adobe Flash and ActionScript 3.0 to create simple games and interactive apps.
- Teaching programming fundamentals using ActionScript 3.0.
- Creating lectures, code snippets and tutorials to fully explain each concept and show how they work in practice and grading the provided assessment materials.
- Helping students in implementing 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 design and development of interactive mini-games in Adobe Flash and ActionScript 3.0 as accompanying research material for an NSF funded Mixed Reality 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 and analyzing image and video 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 and debugging ActionScript 3.0 code components for multiple Out of Home Digital Interactive Advertising projects.

EDUCATION

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

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.