
 (512) 897-0771

 azizaobryant.com

 azizaobryant@gmail.com

SKILLS:

Creative problem solving, Adaptable, Coachable, Project management, Wireframing, HTML & CSS, Domain Management, 360 videography, Facebook analytics, Javascript

TOOLS:

Figma, Sketch, Adobe XD, Adobe PS, Adobe Premiere Pro, Adobe Illustrator, Bootstrap, cPanel, Shopify & WordPress

INTERESTS:

Filmmaking, Design, Art, Bass Fishing, Skateboarding, Craft- Making, Furniture Building

EDUCATION:

Texas State University —
B.S., Mass Communications,
emphasis Digital Media Innovation

3.5 GPA, Cum Laude 2017 - 2021

Relevant Coursework: Media Design, Social Media Analytics, VR & 360 video and Behavioral Statistics.

Google UX Design —
Professional Certificate

February 2023

Aziza O'Bryant

EXPERIENCE:

Navbar MEDIA — *Co-Founder, Creative director*

February 2023 - Present

- First-hand experience managing operations in a small team setting to create efficient and effective sites to increase client retention and boost conversion rates.
- Created 3 wireframes to production sites for clients requesting specialized features and valued user experience modifications.

TXCAPstudio — *Web Designer/ Project Manager*

August 2021 - February 2023

- Designed 6 highly converting, mobile-first websites using Sketch & Figma and collaborated with development team to implement & build the experiences in WordPress and/or Shopify.
- Improved UX for various key clients by designing new elements & marketing campaigns to bring growth to clients & TXCAPstudio.
- Altered code to enhance custom WordPress & Bootstrap sites using CSS, HTML, Javascript & PHP to improve the experience of various client sites, including eCommerce stores.
- Diagnosed & resolved various WordPress hosting issues (SSL certificates, Content Delivery Networks, PHP version, theme & plugin conflicts, etc.) to keep over 70+ client sites healthy & performing at their highest potential.
- Communicated with multiple clients to keep customers engaged and maintain client retention for TXCAPstudio.

Vetted Foundation — *Social Media Manager / Video Promoter*

October 2018 - August 2019

- Assisted military personnel transition into the private sector after deployment by promoting education program on multiple social platforms.
- Used personable soft skills to host guests at social events, increasing monthly event turnout.
- Analyzed metric data to target, recruit and increased conversions from social media engagement.
- Used Adobe Suite to film, edit, and digitally illustrate 25+ branded messages.

H-E-B — *Cross functional Partner*

February 2019- October 2021

- Adapted efficiently to business changes during COVID era and volunteered to cross-train in 3 different departments to assist when needed. (Deli, Showtime sampler, Cashier, COVID Clean team)