

Leticia Valdez
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Education

Masters of Information Management & Systems

School of Information Management & Systems (SIMS)
University of California at Berkeley, 2003
Recipient of the Evelyn Steel Little Fellowship Award, 2001-2002

Bachelors of Science, Mass Communications

University of California at Berkeley, 1994

Sample Coursework:

User Interface Design	User Needs Assessment
Database Management	Organizational Approaches to Info. Systems
New Product Development	Info. Organization and Retrieval

Experience

Multi-media Studio Administrator and Teachers Assistant

SIMS, University of California at Berkeley Jan. 2003 - Aug. 2003

- Set-up multi-media lab, including physical space, hardware and software
- Administered multiple computer system environment, and audio-video system
- Provided support for graduate level class to students and professor
- * Developed policy for studio use and equipment check-out system

Policy Analyst, Summer Fellow

Latino Issues Forum, San Francisco, CA Summer 2002

- Developed widely distributed fact-sheet on Latinos, Computers, and Internet
- Drafted report on developing Community Technology projects
- Testified in state assemblies on issues surrounding Latinos and technology

Web Development Intern

Huge Media, Berkeley, CA June 2000 - Dec. 2000

- Edited websites and applications for corporate clients
- Developed a production archive system

Computer Production Artist

Vargas Marketing Group, Emeryville, CA Aug. 1998 - May 2000

- Produced award winning artwork for print and web
- Created client style sheets, guidelines, and developed departmental standards
- Improved accessibility of archive systems and production process
- Trained junior production artists and freelancers

Web Communications Manager

Canterbury Press, Berkeley, CA Dec. 1997 - Aug. 1998

- Created and maintained first company website
- Managed email and FTP server for organization
- Taught instructional design and print production classes

Administrative Coordinator

South and Meso-American Indian Rights Center, Oakland, CA Jan. 1995 - Nov. 1995

- Designed office systems and maintained membership database
- Developed financial reports for administration and board members
- Coordinated organization communications and member events

Technical Skills

Languages and Systems: HTML, CSS, JavaScript, SQL, Java, ColdFusion; Mac, Windows, Unix **User Interface Applications:** Dreamweaver, Flash, Fireworks, Illustrator, Freehand, Photoshop **General Applications:** Microsoft Office, Access, Project, Visio