

## PROFILE

I have a Ph.D. in Linguistics and over 15 years of experience in multimedia content design, development, and presentation. With my expertise in ethnography, accessibility, and the digital humanities, I make digital spaces more inviting for queer people, women, and people of color.

## CONTENT DESIGN

### Content Strategist | Texas School for the Blind & Visually Impaired

December 2018 – Present

*I create information architectures, user flows, and best-practices for a fully-accessible internet.*

- audience definition & persona development
- content mapping, categories & taxonomies
- accessible document remediation
- brand guidelines & style guides

### Editing & Design | Freelance

December 2017 – Present

*I make words do better in text, visuals, and audio.*

- provide editorial guidance, proofreading services, podcast editing, and graphic design
- develop narratives for game design

### Content Specialist | Four Kitchens (web design firm)

January 2016 – November 2017

*I made digital publics more engaging for our company and our clients.*

- acted as Product Owner for Four Kitchens website
- managed production workflows for web content
- developed and maintained editorial calendar
- conducted content audits
- wrote copy for Four Kitchens website
- developed/produced the "Sharp Ideas" podcast
- produced design assets for the "Four Kitchens Presents" webinar series
- storyboarded "Working with the Web Chefs," a WebVR narrative featuring one of the world's first 404 VR pages

### Editor-in-Chief | Popular Linguistics Online

July 2009 – July 2011

*I co-founded and ran an online magazine, end-to-end.*

- contacted and negotiated schedules with authors
- maintained subscriptions (MailChimp, RSS)
- projected 6-, 12-, and 18-month production workflows, potentials, and editorial calendars

## EXPERTISE

### Accessible Design

- IAAP Certified in Core Competencies

### Content Strategy & Design

- content audits & analytics
- metadata tagging & taxonomies
- content mapping for user journeys
- production workflows & priority maps
- storyboarding & wireframing

### Editorial (Copy & Managing)

- editorial workflow & calendars
- copywriting
- pages, webinars, videos, podcasts

### Qual/Quant for UX Strategies

- audience definition & design
- interviews & moderated discussions
- definition mapping
- factor analysis
- card-sort & hierarchy trees
- A/B testing

## OTHER PROFICIENCIES

- ethnographic research design and analysis
- steering discovery and definition workshops
- writing workshops for content authors
- instructional design and implementation
- MS Office | Adobe Creative Suite
- CMS management: WordPress, Drupal, Joomla



## ADDITIONAL EXPERIENCE

**Professor | San Diego State University**

**August 2011 – May 2016**

*Tenure-track professorship at a large, public, research-oriented state university.*

- designed curricula for public university courses (in-person and online; synchronous and asynchronous)
- managed a research program combining quantitative and qualitative language analysis (designed methods; collected field and lab data; analyzed data; maintained records of subjects, mentored student assistants)
- served on planning committees to determine design assessment practices and develop long-term goals

**Project Manager | (various university labs)**

**January 2009 – May 2015**

**San Diego Sociolinguistic Doc. Project (San Diego State Univ.)  
and Texas English Project (University of Texas at Austin)**

*Large-scale community study and educational outreach initiatives centered on issues of language use among diverse ethnic and sexual identities.*

- prototyped database management for corpora with full XML and NLP tagging
- managed a team of student researchers
- composed grant proposals at local and federal levels
- collected, managed, and archived records for 100+ participants per lab
- analyzed and tagged speech data for linguistic research
- developed the *San Diego Speaks!* website
- developed the *Texas English Project* front-end websites
- assisted in production for "Talkin' the Twang," a video documentary on the way Texans speak

## PRESENTATIONS and PUBLICATIONS

**"Klingon for Content"**

Presentation at DrupalCon, April 2017; also used for private client workshops

**"Content Strategy for Conversational Devices"**

Presentation for Austin UXPA, in conjunction with Amazon for SXSW, March 11th, 2017

**"Digital Black Swans"**

Think piece for *Fourward*, February 17th, 2016

**"Five Keys to Digital Literacy"**

Think piece and presentation to the San Diego State Reboot Group, posted August 17th, 2016

**"Let's Go A-Linguisting!"**

Instructional design (asynchronous); materials available upon request; in use from 2014–2017

## FEATURED WORK

I have worked as a featured writer for Slate's Lexicon Valley; my YouTube course on general linguistics (*Let's Go A-Linguisting!*) has been adopted in classrooms around the globe; my digital humanities course on invented and constructed languages (*Klingon and Beyond!*) has been featured on multiple "best / worst / geekiest college classes" news stories; and I have been an "expert consultant" for issues of language, gender, and sexuality for MTV News.