Alexandra Corona **Design**

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PROFESSIONAL SUMMARY

Accomplished print and digital designer with a holistic approach to creating engaging materials. Experienced in utilizing design thinking to develop, integrate, and oversee complex products, while adhering to Agile methodologies to enhance learning practices. Adept in creative direction and user-centered design principles, ensuring optimal user experiences. Extensive background in art direction and collaboration with internal and external professionals on large-scale print and digital programs. Passionate about visual communication and understanding user needs, leveraging company tools and resources to consistently deliver excellence.

PROFESSIONAL EXPERIENCE

SENIOR DESIGNER at Discovery Education (2020-2024)

- Led the design and production of student and teacher materials for science adoption textbooks in grades 6-8, tailored for Texas (TX) and Florida (FL) markets in English and Spanish. Developed content navigation and ecosystem for both print and digital formats. Designed FIGMA 6-8 digital slides for Studio, DE's proprietary digital delivery system.
- Created marketing collateral highlighting robust assessment offerings. Managed internal and external vendors to ensure compliance with guidelines and provided comprehensive feedback throughout development stages.
- Designed the new Social Studies curriculum for grades 6-8 in New Hampshire, developing age-appropriate lesson prototypes in FIGMA while adhering to DE's brand guidelines. Managed content breakdown, procured images, and designed navigation, delivering high-fidelity resources for integration into Studio, DE's digital lesson platform.
- Created functional and engaging Student, Teacher, and Ancillary Math Techbooks for the Ministry of Egypt, covering Grades 4-6 and high school. Collaborated with internal and external vendors, including offshore teams, and produced a FIGMA presentation to illustrate the digital narrative.
- Orchestrated the creative vision for Egypt Nursery's comprehensive print product lineup, crafting Caregiver, Facilitator, and Parent Family Guides. Integrated educational content with engaging visuals to ensure a cohesive and enriching learning experience.
- Managed the creative direction for Science Hands-On activity kits, overseeing redesign, navigation, color scheme, and final production. Implemented redesign into packaging materials and marketing collateral.
- Demonstrated ability to manage multiple projects, coordinate with diverse teams (internal, external, offshore), and oversee development from conception to final execution within schedule and budget constraints. Proficient in implementing feedback and maintaining clear channels of communication to deliver quality products.

SENIOR DESIGN ARCHITECT at Houghton Mifflin Harcourt (2017-2020)

- Led UX design for educational products, utilizing Design Thinking and Agile methodologies to guide users through instructional and learning paths.
- Designed the UX and UI for a map program consisting of 900+ interactive maps for the entire Social Studies product line, a key component of the company's first digital program.

- Presented creative briefs to executive leadership and focus groups, ensuring an intuitive and engaging user-centered experience.
- Led the transition of print programs to a digital platform, focusing on enhancing user experience and engagement.
- Managed domestic and offshore creative and production teams, establishing quality assurance guidelines and coordinating schedules, production, and budgets.
- I established workflows among editorial, design, QC, and production teams, successfully managing complex projects from inception to final delivery for both print and digital products.
- Collaborated effectively with Content Engineers, Business Analysts, Content Experts, Project Owners, and Scrum Masters.
- Adapted quickly to multiple organizational and leadership changes, maintaining focus on tight deadlines and critical million-dollar press dates.

DESIGN ARCHITECT at Houghton Mifflin Harcourt (2014-2017)
- Managed the branding design vision from prototyping through development and production for Science, Social Studies, Math, and Language Arts programs distributed nationally for grades K-12.
- Partnered with production, media research, and manufacturing workflow teams to achieve optimal outcomes.
- Acted as the vision keeper for creative direction, collaborating with internal and external creative resources.
- Established strong collaborations with international vendors and external partners, ensuring consistency and quality.
- Validated work to ensure high standards were met consistently.

LEAD DESIGNER at Houghton Mifflin Harcourt (1998-2014)
- Led multi-level, multi-component educational products for K-12 in Reading, Science, and World Languages.
- Collaborated with editorial and marketing stakeholders to create marketing materials for the InStep Reading program, designed for use at the front of the textbook and as a standalone national sales tool.
- Managed multiple projects and complex workflows from initial conception to execution.
- Oversaw budgeting, brand identity, layout, typography, and procurement of visual assets (illustration and photography), adhering to a fast-paced schedule.
- Assisted in the creation of marketing collateral for sales presentations.
- Coordinated design presentations for executive staff and applied feedback to final prototypes.

EDUCATION
- BFA from The University of Texas at Austin

LANGUAGES
- Spanish - (native) written/spoken
- Italian - spoken

PROFICIENCIES
- Experience in Agile Project Analysis and Management
- Utilization of Human Centered Design and Design Thinking to solve problems
- Branding
- WCAG Accessibility

TECHNICAL SKILLS
- 2024 Creative Suite: Adobe Photoshop, Adobe Illustrator and Adobe InDesign
- Microsoft Office: Outlook , Word, Excel, and PowerPoint
- FIGMA
- Atlassian: JIRA, Scrum boards, Trello
- Inkling: Habitat, Redpub
- IPS (Integrated Publishing Systems)
- Google Office Suite: Sheets, Docs and Slides