

Elisabeth Raff

Adjunct Instructor, ASCJ 200
User Experience (UX) Consultant

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PROFILE

Current ASCJ 200 Adjunct Instructor and UX designer with four years freelance consulting experience. Outstanding written and oral communication skills, experienced in workshop creation, mentorship, moderating large group discussions. Life-long learner and researcher, excelling in creative ideation and synthesis of ideas. Strong organizational and planning skills. Co-creator of the Media Arts + Practice degree and graduate of the USC School of Cinematic Arts.

EXPERIENCE

Adjunct Instructor, ASCJ 200 USC Annenberg School for Communication and Journalism Aug 2018 - Present

- Lead workshops and lectures in critical media theory and digital media creation for two weekly lab sections
- Promptly manage all grades, correspondence and multimedia project mentorship for ~40 students each semester
- Work with the lead faculty and teaching lecturer to design workshops and assignments as needed

User Experience (UX) Design + Research Consultant ER / UX, freelance June 2015 - Present

Advise and work with multiple clients to research and develop creative solutions to user needs on web and iOS products

- Design the look and feel of digital products
- Manage project scope and shift trajectory as needed; coordinating between clients and developer teams

Director of Content User Experience Professionals Association, Los Angeles (UXPALA) Apr 2017 - Feb 2018

- Developed newsletter editorial calendar to plan educational content for 5,000+ members
- Created and conducted interviews with design leaders and authors for webinars and the UXPALA YouTube channel

Student Teaching Assistant USC School of Cinematic Arts 2012, 2014

IML 466: Digital Studies Symposium, Fall 2014; IML 400: Creative Coding for the Web, Fall 2012

- Mentored 30+ students in creative and technical aspects in development of long-term scholarly multimedia projects
- Evaluated student work against learning outcomes and assignment rubrics with professors
- Monitored and managed student forums and work submissions with course instructor
- Instructed and tutored students in various media software during weekly office hours

Lab Technician Institute for Multimedia Literacy (MA+P), USC School of Cinematic Arts 2012; Jan 2014 - May 2015

- Tutored students in learning and troubleshooting media software: Adobe Creative Suite, Audacity, HTML, CSS
- Mentored students in ideating and refining multimedia projects

EDUCATION

User Experience and Customer Centered Design Certification – California State University, Fullerton Sept 2016

Media Arts + Practice BA – USC School of Cinematic Arts, *magna cum laude* May 2015

MEDIA AWARDS

Featured Installation: *Engaging the Crowd* – USC Media Arts + Practice Annual Showcase May 2014

Video Essay Winner: *HIV Knows No Borders* – USC Transmedia Forum April 2012

SKILLS

Software: Adobe Creative Cloud, WordPress, Blackboard, Sketch, Invision, Audacity; some HTML and CSS

Soft Skills: Workshop creation, mentoring, organization, design critique, public speaking, team management, communication, ideation, synthesis. leader