

SEAN A. FLORES

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Objective: Position as a UX Designer using my 10+ years of experience working in cross functional teams to deliver content to users in an integrated seamless manner.

QUALIFICATIONS

- 10+ years of experience creating and maintaining the information architecture of research, databases, and learning tools to support education.
- Ability to work cross functionally with other departments and teams to prioritize tasks and meet goals.
- Knowledge of UX principles to increase user engagement and conversions.
- Proficiency utilizing SMART metrics from a variety of sources to visualize trends in data and identify areas opportunity.
- Excellent written, verbal, and visual communication skills
- Commitment to diversity, equity, inclusion, anti-racism, and accessibility.

SKILLS

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|-------------------------------------|-------------------|-------------------|-----------------------|
| Survey Design | Empathy | Wireframing | HTML, CSS, JavaScript |
| Information Architecture | Humor | Prototyping | Adobe Creative Suite |
| Data Analysis | Collaboration | Research | Authoring Tools |
| Quantitative & Qualitative Research | Critical Thinking | User Modeling | Analytics |
| Customer Service | Open Mind | Usability Testing | Visual Communication |

EXPERIENCE

*Professor | Librarian, Electronic Resources
San Diego Mesa College, San Diego, CA*

October 2016 – Current

Research, Assessment, and Outcomes

- Coordinated across departments to generate user research through formative and summative assessments, systems data, and surveys.
- Collaborated with Analytics Department to connect institutional data and program data to visualize library department impact on student success:
 - All students benefited from library services and doubled student retention, completion, and success of students from underserved and underrepresented communities.
 - Communication of findings to administration led to an increased library budget allocation by 200% with a commitment of annual 4% increases.

Cross Functional Collaboration and Project Management

- Supported access to electronic resources for research and education with district and campus Information Technology Departments and 3rd party vendors.
- Project Lead for the successful implementation of core library systems to a large-scale Library Services Platform (LSP) adoption for the college: scheduled milestones, served as main point of contact between the state funding entities and the library, met with stakeholders to address needs, and provided technical training and documentation for the library department and auxiliary services utilizing the LSP platform.

Website and Systems

- Administrator for library website, applied tools and techniques using UI design patterns to reduce the cognitive load of users.
- Database and systems administrator, surfacing relevant content to users through service configurations rankings, integrations with 3rd party content providers, and updates to the search discovery system filters and metadata.

Accessibility

- Liaison between library and Academic Technology Support Division and Disability Support Services to identify, document, resolve, and communicate technology updates to address needs of staff and students adopt accessibility practices and products to service the varied needs of the community.

Web/Digital Design Librarian, Public Technology Services

March 2014 – July 2015

San Diego Central Library @ Joan Irwin A Jacobs Common, San Diego, CA

Project Development and Communications

- Project Lead for augmented reality project grant through Qualcomm's WirelessReach initiative.
 - Agile project environment with Qualcomm, private tech businesses, e3 High School and the Central Library to deliver innovative methods of incorporating local history with emerging technology to develop an interactive augmented reality student learning application.
 - Provided research, interviews, and digital assets for developers, coordinated with faculty to develop learning assessments, and successfully launched application.
- Developed jQuery mobile optimized web application as a joint venture with the San Diego Metropolitan System (MTS) to market electronic resources for the *Read and Ride* program to transit riders.
- Set-up Summer Reading program auxiliary website and conducted staff training and guidance to capture data and obtain custom statistical reports for reporting success of program to stakeholders.
- Worked with the library Public Information Officer to market programs to the public via electronic press kits, or other composites of content using Adobe Photoshop, Illustrator, and Camtasia.

EDUCATION

- User Experience Design Certificate, University of California Extension (2024)
- Master of Library and Information Science (MLIS), San Jose State University (2011)
 - Accredited by the American Library Association (ALA).
- Bachelor of Science (BS), Business Administration, University of California, Riverside (2005)
- Using Infographics for Big Impact (2015)
- SJSU iSchool/ALA Advanced Certificate: Web Design and Development (2014)
- Ex Libris, Alma Certified Administrator (2019)
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AWARDS

- Digital Asset Management Scholarship sponsored by Extensis and the Museum Computer Network Committee (2010)
- University of California Center Sacramento Scholar Alumni (2005)
- Walter A. Henry Prize for Business Ethics and Humor in Advertising (2004)