



NADJA MASURA

Full-stack Creative, Content Producer (*unicorn*)

PROFILE

I have decades of experience & training as a Professional Creative. I'm a multitasking technology writer, graphic designer, researcher, interaction designer, marketing lead, photographer, and web designer. I make digital and real-world projects better: more complete, usable, & attractive at every stage from idea planning, through content creation & editing, to completion & staging. #Innovative #Inspired #humanbydesign

www.nadjaart.com/portfolio/
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10+ years experience in web, graphics, publishing

Author of "Digital Theatre: The Making and Meaning of Live Mediated Performance" pub. Palgrave Macmillan, ISBN 978-3-030-55627-3

Leader & Team Player: Non-Profit Executive Director, Marketing Director, Committees, Board, Volunteer Coordinator

SKILLS & EXPERTISE

- Photoshop
- Illustrator
- InDesign
- Premiere
- Final CutPro
- Dreamweaver
- HTML
- CSS
- Authoring
- Animation
- CMS & File mg
- CCASST
- Constant Contact
- Word
- Powerpoint
- Excell
- Isadora/ Max Jitter
- (Ability to learn programs)
- Digital Compositing
- Photo Retouching
- Writing
- Editing
- Research
- Staging Events
- Interactivity
- Photography
- Video
- Dramaturgy
- Display
- Volunteer Coord
- Project Management
- Web Design
- Layout Poster/Cover
- Teaching & Training
- Online Video Events
- Cataloging
- Storyboarding/ Info Mapping

EXPERIENCE

10.4.ai: Interaction Designer (Summer 2020-Spring 2021)

- Dramaturge (human coach) to an advanced AI using metacognition to engage young adult users in mental health conversations (GritX partners: UCSF & Well Advised). Conceptualizing new strategies for approaching human/AI interpersonal interactions. Improving usability.

VM Ware: Communications Analyst Contractor for SalesPulse Product Launch (Spring 2019)

- Handled main product demo video from co-writing script, to voicing narration, and editing the video.
- Created technical manual from scratch working directly with the developer. Made InDesign layout/ interactive .pdf.
- Worked with UX Design team editing whitepaper for RADIO conference.
- Assembled and standardized content from multiple teams into PowerPoint for display kiosks.
- Wrote Mission Impossible themed scripts for product video recorded by professional talent and chief-level executives played at WorldWide Sales Kickoff.
- Collaborated with Global Corporate Design team on look of set display space at WWSKO expo.

Cisco: Graphics Design & Communications Analyst/ Manager Contractor (Fall 2018 & Spring 2020)

- Graphics, logo and poster design & compositing.
- Updated graphic look, organization, & content of org's IBMC
- Created new templates & graphics for monthly/weekly newsletters.
- Facilitated reorg naming meeting & conducted dept. photoshoots.
- Power Points for executive & team level presentations, & All-Hands meeting.
- Edited departmental newsletter content & wrote executive-level communications.

HMH Publishing & Scholastic Press, Math Solutions Devision: Graphic Designer (2012-2018)

- Supported Product Development, worked remotely and in house in fast-paced warehouse team setting
- Designed graphics, created layouts, insured corporate branding, performed editing and quality assurance
- CMS management process rethink, top user

PREVIOUS

- NadjaArt.com freelance web and graphics design (5-10yrs)
- SimplySonoma.com Blog Editor (content manager), photographer (4 yrs)
- Sonoma County Book Festival, ED
- Uncarved Block online mineral auction
- Maryland Institute for Technology in the Humanities
- Sebastopol Center for the Arts
- University of Michigan
- Tacoma Art Museum



nadjamasura

NON-PROFITS

Sonoma County Wildlife Rescue, Occidental Community Choir, California Living Arts Project, Women's Global Leadership Initiative, Cinnebar & 6th Street Theatre, Tech for Conferences: Association for Theatre in Higher Education, Electric Tech Com., Women Theatre Program, IFTR, ACTF, ArtGrid

EDUCATION

- PhD University of Maryland Digital Humanities
- MA University of Michigan Theatre Research
- BA University of Puget Sound Theatre and Writing
- AS College of Marin Multimedia, Authoring & Integration; AS Graphics Design

INTERESTS: Writing, Photography, Painting, Dramaturgy, Directing, Comedy, Nature/Animals, Floral Design, Building Community, Singing, Video Projection, Site-Specific Performance, Researching, Interviewing & Presenting, Art-Tech, Teaching, Travel, Local Food & Culture

NADJAART.COM