

VIANKA ALORAS

EXPERIENCE
DESIGN &
INNOVATION
STRATEGY
LEADER

CONTACT

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EDUCATION

MBA, Design Strategy
CALIFORNIA COLLEGE OF ARTS
Graduated 2020

BS Interior Design
WEST VIRGINIA UNIVERSITY
Graduated 2010

BA Spanish Literature
WEST VIRGINIA UNIVERSITY
Graduated 2010

CERTIFICATES

SCRUM Master Certification
International Scrum Institute™
Issued JAN 2020

Product Management
GENERAL ASSEMBLY
Issued DEC 2019

UX Immersive Bootcamp
GENERAL ASSEMBLY
Issued FEB 2015

SOCIAL

LinkedIn
www.linkedin.com/in/vianka

Twitter
[@vianka_co](https://twitter.com/vianka_co)

WORK EXPERIENCE

DIRECTOR, EXPERIENCE DESIGN FOR ON-SITE DIGITAL | GUEST SERVICES
Marriott International | AUG 2021 - Present

- Lead the UX strategy and design efforts for Marriott's on-property digital guest experience for 30 brands that consist of 7,000 properties globally
- Create onboarding material to welcome new designers to minimize technical related obstacles and champion community building
- Coach 6-10 direct and indirect reports through regular 1:1s: providing feedback, setting goals, and finding opportunities for skill development
- Partner with lead product managers, engineers, and global operations to plan and deliver design solutions for venue applications which include: guest room entertainment (TV), internet portal, kiosks, chat services, food and beverage exploration / ordering, and smart building technologies

SENIOR EXPERIENCE DESIGNER

Publicis Sapient | JUN 2020 - AUG 2021

- Conduct user research, implement innovation strategies and design UX solutions to enhance the US Citizenship & Immigration Services digital experience for both internal systems and customer facing sites
- Spearhead an affinity group named 'Team Phygital' where we explore the UX blend of digital and physical spaces amongst a team of 10+ designers

SENIOR UI/UX STRATEGY CONSULTANT

Applied Technical Systems | AUG 2016 - JUN 2020

- Lead a team of 2 UX and 2 instructional designers to deliver the next-gen medical certification web application for the Federal Aviation Administration and a financial transaction application for the US Patent & Trademark Office

SENIOR PROJECT DESIGNER

Streetsense | MAY 2014 - JUL 2016

- Design lead who collaborates with multidisciplinary teams to deliver the ultimate restaurant and hospitality experience and service solutions

DESIGNER

RD Jones & Associates | AUG 2010 - MAY 2014

- Visual designer and interior architect for multiple luxury multi-family residency and hotel properties across the United States

TEACHING EXPERIENCE

ADJUNCT FACULTY, DESIGN LEADERSHIP
Maryland Institute College of Art | OCT 2021 - PRESENT

PART-TIME INSTRUCTOR
General Assembly | DEC 2016 - MAY 2018

VOLUNTEER PROJECTS

COHORT FACILITATOR
Rosenfeld Media
- Design at Scale | JUNE 2021
- DesignOps Summit | SEPT 2021

INNOVATION STRATEGIST & SERVICE DESIGNER
Montgomery County Government | FEB 2021 - JUN 2021

FOUNDER & CO-LEAD
OKC Tech + Design | JUL 2018 + SEPT 2019