

CATHY SPICER-SITZES

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OBJECTIVE

I am a management focused creative professional adept at driving production goals with an emphasis on meeting deadlines, asset tracking, streamlining processes and project follow-through. Core competencies include: production/project coordination, customer support, tracking/analysis, managing team expectations and conveying cross department communications, troubleshooting/forecasting potential issues and generally keeping the calm.



EDUCATION

BAS, Animation & Visual Effects, 2007 | Ex'pression College for Digital Arts
AA, Computer Information Systems, 2001 | Lanier Technical College



EXPERIENCE

Webmaster | The Lawrence Hall of Science, UC Berkeley

OCT 2016 – PRESENT

Develops electronic communications, website development and other electronic media, involving writing, editing, production and/or programming. Produces the layout for a variety of non-routine and moderately complex web site and mobile-based applications. Maintains the Lawrence Hall of Science branding and standards and promotes usability across all applications.

- Producing the layout for a variety of website applications, maintaining branding and standards
- Meeting and consulting with clients on a variety of electronic communications projects, such as web and mobile-based applications, e-commerce, etc., including moderately complex assignments
- Developing, presenting, and recommending web content and visual material
- Accountability for ensuring technical accuracy and understandability of website content, performing website maintenance and enhancement, and promoting usability best practices
- Maintaining currency with emerging and state-of-the-art technical and other web-related equipment, requirements and developments (for example, accessibility issues) and recommending and as directed

Web Production Coordinator | American Academy of Ophthalmology

DEC 2014 – NOV 2016

Keeps the Academy's websites in compliance with the Core Principles and web best practices by acting as a liaison between various groups, including internal staff and Academy members. Provides technical support, video production services, data analysis and strategy to Communications staff and authors, and helps maintain the websites.

- Act as Web Liaison to assigned authors/divisions.
- Provide guidance and advice to authors on web content and site maintenance
- Create and manage web authoring guides
- Review website content for publication or edit to prepare for publication.
- Produce website statistics to guide strategic decisions and provide interpretation and recommendations based on those statistics.
- Create and optimize content for public and member websites.
- Create functional specifications and requirements documents.
- Working with Web Project Manager, establish appropriate timelines and deadlines for projects. Perform required programming and coding and interface with IT as needed.
- Conduct QA and/or usability testing, launch projects and provide ongoing support to Communications efforts.
- Video production: pre/post work, camera, lights, sound, video editing with compositing work

Content Quality Coordinator (*contract position*) | Google

JULY 2014 – NOV 2014

Enhanced learning content creation through standardized guidelines, streamlined processes, and integrated tools

- Advocated for, maintained, and governed content quality
- Optimized the user experience through seamless UI design, data-driven improvements, and enhanced technology
- Interconnected the user's content experiences throughout the Googler's learning lifecycle
- Assisted with the migration and management of content on old internal sites to new content management system (CMS)
- Created new educational/informative sites within the internal learning hub
- Assisted PeopleDev team with adhering to content quality guidelines for editorial, tagging and targeting
- Governed LMS and website content and implemented content quality strategy
- Analyzed data and trends and developed recommendations for action based on the analysis

Production Coordinator | Dreamworks Animation

AUG 2011 – JUNE 2014

- Worked in Lighting, Matte Painting, Image Finaling, Lustre, Layout, Animation
- Looks ahead to ensure that quotas, deadlines & inventory expectations are met.
- Works with Production Supervisor to meet production scheduling
- Communicates deadlines and changes to individual artists on a regular basis.
- Enter and maintain production data in the studio's production database to reflect scheduled, in-progress, and completed departmental work.
- Act as a point of coordination of work that enters and leaves the department.
- Provide administrative support as needed to ensure accurate communications.
- Proactively respond to requests for information and assistance from those within and outside of the department.

Technical Resource Administrator | Dreamworks Animation

NOV 2007 – AUG 2011

- Responsible for providing 24x7 support of the studio's rendering efforts.

- Monitored and load balanced the render farm, assisted with stuck/errored jobs, monitored data I/O across various file systems and assisted in the day-to-day management of render hosts.
- Provided rendering support for all departments and divisions.
- Other responsibilities included answering the Render Desk hotline, escalating urgent studio support issues after hours and responding to all support requests assigned to the department.



SKILLS

- Windows/MAC, Linux/Unix
- Wordpress, Drupal, HTML
- Microsoft Office – Word, Excel
- Adobe Suite – Premiere Pro, After Effects, Photoshop, Illustrator, Dreamweaver, Audition
- Familiarity with: CSS, JavaScript



AFFILIATIONS

- Member of the National Technical Honor Society
- CompTIA A+ Certification
- Cardinal Path Training Academy - Google Analytics Certification