

Jennie Ablanedo

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321.693.7348 • Oviedo, FL 32765

Dynamic, human performance professional with more than 10 years of experience creating and implementing digital strategies, planning events, and liaising with key stakeholders. Expertise in user interfaces, project management, focusing on training, coordination of system integration, writing, and serious game production. Skilled in designing and executing effective user experience strategies, integrating design concepts with technology to increase user engagement. Articulate coordinator, with proven track record of establishing solid relationships with key internal and external stakeholders to enhance organizational effectiveness. Technical proficiency: Adobe Creative Suite, WordPress, Microsoft Office Suite, Social Media applications.

Areas of Expertise include:

- User Centered Design
- Writing & Documentation
- Serious Games
- Training & Development
- Digital Marketing
- Social Media Management
- Stakeholder Relationships
- Event Planning & Administration

Professional Experience

University of Central Florida, Institute for Simulation & Training • Orlando, FL • February 2013 to Present

Project Coordinator, Army Research Lab Simulation Training and Technology Center

Serve as lead project coordinator for gaming platform for training, supporting management and leading creative teams to reach project goals. Prepare digital strategies for marketing and public relations, organizing meetings with stakeholders to outline goals and objectives and develop project scope and sequence. Mentor team members to help creative teams reach project goals, delegating tasks based on strengths and abilities.

Key Accomplishments:

- Prepare and edit technical Game Design Documentation (GDD's) for Serious Games.
- Copywrite and edit articles and promotional collateral for nationally and internationally recognized publications. Influential in viral associate press news article.
- Conduct research in immersive digital experiences for training; present and demonstrate ideas and concepts to military leadership.
- Public speaking at international conferences on game based technology for training.
- Plan and coordinate logistics for conferences, panels, events, and demonstrations.

Katmai Corporation • Orlando Florida • January 2010 to February 2013

Multimedia Specialist, Advanced Distributed Learning Co-laboratory (ADL Co-Lab)

As lead designer, collaborated with programmers, engineers, and writers to create immersive, multi-platform digital experiences for education and training. Translated complex theories and concepts into visual representations; prepared digital strategies for marketing and public relations initiatives.

Key Accomplishments:

- UX Design and Animation of three award winning mobile applications for training.
- Prepared and edited technical Game Design Documentation (GDD's) for Serious Games.
- Planned and coordinated events, serving as marketing lead for Serious Games Showcase & Challenge and GameTech User's Conference.

Northrop Grumman Corporation • Orlando, FL • May 2005 to December 2009

Graphic Designer

Created visual and print concepts for proposals, mockups, advertising, and marketing collateral using Adobe Creative Suite, assembling design elements and components based on client messages.

- Negotiated with external pre-press and printing companies for production requirements.

Education

Master of Science, Modeling & Simulation, *Emphasis in Human Systems* 2013

University of Central Florida • Orlando, FL

Bachelor of Arts, Digital Media, 2006

University of Central Florida • Orlando, FL

Certificates & Licenses

Active Secret Clearance

Affiliations

Slice Creative Network • Odyssey of the Mind

Serious Games Showcase & Challenge • National Association of Photoshop Professionals