

# Alecia Tatum

## About Me

I am a creator. My areas of expertise are in video production, UI design and UX engineering. I've worked in production since 2003.

## CONTENT CREATOR

## CONTACT



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New York, NY



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## EDUCATION

UX Engineer

Kenzie Academy  
2020

UX Design Certification  
2020

Communications

Howard University  
2003

## PROFESSIONAL SKILLS

Wire Framing

Final Cut Pro

Videography

React

Javascript



## EXPERTISE

PROTOTYPING

HTML, CSS, JAVASCRIPT

VIDEO EDITING

DIGITAL PRODUCT DESIGN

WEB DEVELOPMENT

## EXPERIENCE

### Shopify Accelerator

Remote  
2022

### Boutique Landing Page

- A 6 month program where the end goal is to submit a store theme to Shopify Theme store.
- Each month we complete a new step of researching, iteration, designing, & implementing our designs until completion.
- The implementation phase involves writing liquid.

Project  
2020

### Boutique Landing Page

- Front-End design project using HTML, CSS and JavaScript.
- A simple landing page that captures visitors e-mail addresses.

Project  
2019 - 2020

### Rooted Mobile App

- Created hi-fi prototypes and wireframes with design tools like Figma.
- Case Study for a mobile friendly vegan app, refining features and functionality.
- Interviewed participants for a discovery research.

## EXPERIENCE

### **Kenzie Academy**

Indianapolis  
2019 - 2020

#### **UX ENGINEER**

- Creating hi-fi prototypes with design tools like Figma.
- Collaborating with a team of engineers and designers across all aspects of the product development.
- Managing zoom meetings and communicating with group members, via Slack, to keep everyone on task.
- Developing UI for mobile friendly app, refining features and functionality.
- Designing and developing front-end of the app with HTML, CSS, JavaScript and React.

### **Creative Minds in Cannes**

Cannes, France  
2011

#### **Director**

- Analyzed script and interpreted its message to determine scene planning as well as casting.
- Collaborated with a crew of five members to complete various tasks such as special effects, editing, and writing the script.
- Scouted locations that had the best impact for telling the story.
- Conducted auditions and selected actors according to script content.

### **Target Commercial** New York City 2011

#### **Director/Producer**

- Participated in all aspects of the filmmaking process, from filmmaking, scriptwriting and post-production.
- Showed the skill of concept development.
- Encouraged and praised actors for using improv when necessary and giving realistic performances.
- Worked on scouting locations and the set design of the location.

### **Mayor's Office of Television and Broadcast** New York City March 2006

#### **Director**

- Wrote and directed a 30 second PSA to recruit filmmakers to NYC for the Mayors Office of Film and Television Broadcast.
- Scouted interesting NYC locations.
- Held auditions to find the best actress for the role.
- Involved in all aspects of the filmmaking process through to the editing process to cut film and consolidate the best parts into the final product.

### **Short Film** Mexico City, Mexico 2005

#### **Line Producer & Editor**

- Managed writer's meetings, assembled crew and maintained budget.
- Responsible for schedule and daily set operations.
- Supervised post production.
- Organized raw footage and re-created a story in Final Cut Pro, from the footage that was captured.
- Coordinated with special effects editor to capture a particular magic of some scenes.

## ACCOMPLISHMENTS

Won 3rd place at Cannes Film festival with Creative Minds apprenticeship. - 2011

Screened a short film at Lincoln Center, chosen by The Ghetto Film School, for their annual event hosted.



Watch movies and shows



Graphic Design



Cooking

## Interests



Indoor Gardening



Traveling



E-commerce