audrey valbuena

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CERTIFICATES

Product Management

General Assembly

Recipient of General Assembly's Product Management course certificate

Agile

The New York Times

Recipient of NYT's Agile practitioner certificate

EDUCATION

B.S. in Journalism

Northwestern University

Double major in International Studies, and recipient of the Segal Design Certificate in Service Design

Honors: summa cum laude

AWARDS

Award of Excellence
Features: Page design
SND 2021

Award of Excellence
Format: Use of Photography
SND, 2021

Finalist
Web: Custom Feature Design
SPD, 2021

WORK EXPERIENCE

Associate Product Manager

The New York Times · November 2021 – Present

- Part of the Design Systems team within the Subscriber Experiences mission, building consistency, accessibility and strong UX into the core editorial and growth surfaces of the New York Times
- Support and selectively manage product requirements, prioritization, roadmapping and planning of team's work
- Lead partnerships with other product teams to implement our design system's tokens and components in their products
- Own pieces of the team's most ambitious projects, like documentation structuring and color token implementation for dark mode compatibility in NYT apps

News Designer & Art Director

The Washington Post · January 2020 – November 2021

- Served as primary art director for the Business & Technology sections
- Commissioned illustrations across Style, National and the magazine, as well as crafted in-house photo illustrations
- Developed short- and long-term enterprise projects across National, Foreign, Style, Business and the magazine
- Collaborated across newsroom disciplines to generate, pitch, mock-up and design bespoke story pages

UX Intern

Quartz · June – September 2019

- Conducted two rounds of user testing, interviewing 25+ reporters, editors and subscribers at Quartz
- Collaborated with the product team to develop new experiences for Quartz users and subscribers to connect via comments with Quartz's reporting team
- Synthesized and developed a new internal communication tool for Quartz's editorial team
- Researched, tested and synthesized UX copy for push notification strategies

Communications Intern

Foundation for Sustainable Development · June – September 2018

- Worked as the communications intern for Tukuy Pacha, a nongovernmental organization supporting disabled communities in rural Bolivia
- Developed and launched the Tukuy Pacha website in English and Spanish using design wireframes
- Created an institutional pitch deck to present to donors
- Researched, designed and produced physical therapy manuals for patients; photographed and designed guides and rights handouts for community volunteers