audrey valbuena

909.706.8720

valbuena.audreym@gmail.com

audreyvalbuena.com

Brooklyn, NY • she/they

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

News and UX Designer

The Washington Post · November 2022 – present

- Design and develop story pages for sections across the newsroom, including pitching aesthetics, presenting mockups and building the page in our custom storytelling template
- Support development of our custom storytelling template, including designing new components and auditing current component usage
- Bring new and sustainable workflows to the design team in the newsroom, including Figma templates, documentation and office hours
- Educate around accessibility on the design team; hold one-off accessibility audits; present on best practices, and support team members as questions arise
- Occasionally art direct

Associate Product Manager

The New York Times · November 2021 – October 2022

- 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
- Synthesized and developed a new internal communication tool for Quartz's editorial team
- Researched, tested and synthesized UX copy for push notification strategies