

Victor Diaz Zapanta

(213) 444-0042 / victor@vz3.co / vz3.co / @victorzapanta

Multi-disciplinary digital producer with a background in civic technology.
Advocate of user-centered design.

Professional experience

18F

User Experience Designer (June 2014 - Now)

- Directed design vision of openFOIA, a platform that aims to simplify Freedom of Information Act requests.
- Conducted user research, identified MVP feature set, built wireframes, and conducted usability testing for product.

CONSUMER FINANCIAL PROTECTION BUREAU

Senior Designer (December 2010 - May 2014)

- Served as founding member of new consumer agency's Technology + Innovation team.
- Developed and helped design first three (including current) iterations of ConsumerFinance.gov
- Designed complaint experience spanning print, web, and phone for services to speakers of Chinese, Vietnamese, Korean, Tagalog, Russian, Arabic, and Haitian Creole. Increased calls 300% from target groups over 8 weeks.
- Assisted in recruiting and hiring first class of Technology + Innovation Fellows, over 30 full-time designers and developers working remotely throughout U.S.

DATA.GOV *(detail)*

Lead Designer (November 2013 - December 2013)

- Led design for Data.gov relaunch, described by VentureBeat as "a rare example of a government tech project that works."
- Conducted usability testing with Data.gov users to guide design decisions.

WHITE HOUSE INITIATIVE FOR AAPIS *(detail)*

Communications Advisor (June 2013 - November 2013)

- Organized Google Hangouts held in Asian languages. The first Hangout, aimed at educating Korean Americans about purchasing insurance under the Affordable Care Act, drew over 800 real-time participants, up from the dozens of the Initiative's prior online engagements.

Education

UNIVERSITY OF CALIFORNIA AT DAVIS

B.A. Technocultural Studies (2006)

WELL & LIGHTHOUSE

Digital Producer (June 2010 - November 2010)

- Designed & developed websites for top-tier U.S. Senate races under extremely short turnaround times.
- Built fully functional WordPress sites from static web designs.

CENTER FOR AMERICAN PROGRESS

Researcher (April 2009 - May 2010)

- Produced videos to advance progressive messaging on key domestic policy issues including health care, clean energy, and ethics.
- Blogged for ThinkProgress.org, focusing on examining political tactics of issue opponents.

OBAMA FOR AMERICA

New Media Producer, Florida (August 2008 - November 2008)

- Led digital production for largest battleground state.
- Directed, produced videos to promote candidate and field volunteer recruiting.
- Managed state campaign social media presence.
- Designed Florida-specific campaign merchandise, signage, and literature using OFA visual identity

HILLARY CLINTON FOR PRESIDENT

Research Associate (March 2007 - June 2008)

- Directed media monitoring team for HQ war room.
- Built monitoring operation to closely track and archive breaking news.
- Produced rapid-response videos including "The Politics of Pile-On" that garnered over one million hits and earned coverage in The New York Times, Drudge Report, NBC Nightly News, and other national outlets.
- Compiled media library of over 2,500 opposition/candidate appearances from web, TV, and radio.

Skills

- User experience design, Agile development, Lean UX, HTML/CSS, WordPress, Adobe Creative Suite, GitHub, photo & video production.