Estela Rueda Landeros

Project Manager/UX Strategist

Trieste,

Italy

+39 333 861

4041

eruedal@gmail.com

[linkedin.com/estelarueda](https://www.linkedin.com/in/estelarueda/)

[WordPress.org/estelaris](https://profiles.wordpress.org/estelaris/)

<https://estelarueda.com/>

# EXPERTISE

Project Management **|** Strategic Planning **|** WordPress Websites **|** User Experience Design **|** Workflow Development **|** Entrepreneurship **|** Client Communication **|** Remote Teams

# EXPERIENCE

**Seattle magazine, Remote –** Digital content manager

JANUARY 2023 - PRESENT

As part of the digital team, managed the digital content for the magazine.

* Uploaded the content to the website and scheduled daily updates to the homepage.
* Created 2 weekly newsletters.
* Updated and maintained the events calendar.
* Working on an SEO strategy to increase traffic to the website.
* Working on a strategy to convert readers into paid subscribers.

**WordPress.org, Remote** - Contributor (design & docs teams)

JUNE 2019 - PRESENT

As a self-sponsored contributor, I worked on creating a new site map for end-user documentation as well as a new design for the articles.

* Reviewed and reclassified the +200 documentation articles that resulted into a new site map.
* Created a new learning path for end-user documentation to improve the user experience and search.
* Redesigned the new look for the documentation area.
* Read more on the reclassification[: https://bit.ly/3zpY9wW](https://bit.ly/3zpY9wW)
* The new site map[: https://bit.ly/3O049jR](https://bit.ly/3O049jR)
* New design for HelpHub in WP.org:<https://bit.ly/3zy2FZp>
* Started the project to translate end-user (HelpHub) documentation, the pilot team for this project will be the Spanish community.

**10up, Remote** - Senior UX Designer

MAY 2021 - AUGUST 2021

Joined 10up as a short-term contractor to work on the migration of local sites from an international client and to recreate the sites in WordPress.

* Reviewed requirements with local stakeholders
* Created a content inventory, reviewed outdated content.
* Created templates in WordPress, based on a global template, for each local site.
* QA after migration and fixed errors.

**UbiquityWave LLC, Washington DC & The Hague** - Product Manager

June 2015 - September 2019

Developed a simpler and easier to adapt application that increased.

employees’ use up to 80%

* Worked with stakeholders through discovery, development, and launch.
* Intranet design in SharePoint Online.
* Wrote test scripts, end-user documentation and usability testing.

**Blue Wheel Studio, Washington, DC, The Hague, Bratislava** - WordPress

Consultant & Owner

JANUARY 2012 - DECEMBER 2020

* Designed & maintained websites for WordPress and Squarespace
* Moved clients from Squarespace to WordPress

**Summit Consulting, LLC, Washington, DC,** - Office Manager JANUARY 2012 - AUGUST 2012

* Created and organized the position of Office Manager for a growing governmentconsultancy firm.
* Coordinated marketing team and collaborated with creative firm to develop a new brand for the company.
* Resolved IT-related issues with Microsoft Office products.

**Alternative Virtual Solutions, LLC, Springfield, VA,** - Virtual Assistant & Owner JANUARY 2007 - DECEMBER 2011

* Business owner of an administrative services firm for small businesses
* Developed website design and development,
* Social media strategy

**Watson Wyatt, Arlington, VA,** - Tester Assistant

2006 - 2007

● Tested Records Management systems developed with Documentum and Microsoft SharePoint

# EDUCATION

**Northern Virginia Community College, USA** - Associate of Applied Science /

Communication Design

2009 - 2012

**Universidad Internacional de las Américas, San José, Costa Rica**- Bachelor of Social Studies / Advertising

1988 - 1992

# SOFTWARE

Adobe CC: Photoshop, Illustrator, InDesign & Adobe XD **|** Axure **|** Figma **|** Microsoft Office

365 **|** SharePoint Online **|** WordPress **|** MS Project **|** Trello **|** TeamWork **|** BaseCamp

# LANGUAGES

Spanish (native) **|** English (proficient) **|** Dutch (intermediate) **|** French (reading) **|** Italian (reading)