

# Felcito Rustique, Jr.

UX Roles | Web Development | Content Design & Management

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**SUMMARY:** US Navy veteran with 20+ years of digital media production and management combined with solid UX design and web developer skills, ready to help design, build and manage websites and applications to meet user expectations.

## SKILLS & TECHNICAL PROFICIENCIES

**UX Design:** User research, information architecture, wireframing, prototyping, responsive design, usability testing

**Programming:** Web, database, and software development with HTML, CSS, JavaScript, PHP, SQL, Java, Python, C++

**Software:** Adobe CC, Canva, MS Office 365, VS Code, Eclipse, Jupyter Notebook, WordPress, Elementor, Figma

**Multimedia:** Photojournalism, videography, news writing, layout, still & motion graphics, audio, social media campaigns

**Management:** Supervisory roles for delegation and tracking of timely, public affairs, website and SharePoint products

**Certificates:** Google UX Design Prof, Coursera IBM Data Analyst, IBM SkillsBuild - Cybersecurity, WebDev Fundamentals

## RECENT EXPERIENCE & PROJECTS

### Website & SharePoint Manager, US Navy, Coronado, CA

Mar 2022 – Present

- Assigned to the Public Affairs department at Naval Special Warfare Command (NSWC).
- Lead administrator/developer for command SharePoint sites with audience reach of ~11K NSW personnel.
  - Executed daily site updates promoting command information and awareness campaigns such as suicide prevention, and produced over 150 news announcement posts with related graphics, resulting in a daily average of 20K home page visits by 4,500 unique viewers.
  - Created a public affairs SharePoint portal page and implemented Power Automate workflows using MS Form, List & Outlook for customers to request support, resulting in 340 tracked and completed production jobs.
- Site manager for command's public website, [nsw.navy.mil](https://nsw.navy.mil) utilizing AFPIMS framework.
  - Re-designed 50 responsive web pages with new layouts and content showcasing print, photo, and video releases shared to social media, resulting in a 25% increase in annual page views and 150% increase in annual followers and engagement on command LinkedIn and FB platforms from 2022 to 2023.
  - Generated several new web pages with infographics chronicling early history of NSW, and Navy SEAL and SWCC recruiting efforts resulting in 3% quarterly increases in site traffic.

### Google UX Design Professional Certificate, Coursera

June 2024 – Sep 2024

- Completed 7 Coursera courses to create a professional UX portfolio and qualify for in-demand UX job roles.
  - Foundations of UX Design:** Identified job roles & responsibilities, the design process and accessibility.
  - UX Design Process: Empathize, Define, and Ideate:** Created user personas and flows, and defined goals.
  - Build Wireframes and Low-Fidelity Prototypes:** Drafted a music-sharing app for mobile using Figma.
  - Conduct UX Research and Test Early Concepts:** Conducted usability studies to refine app prototypes.
  - Create High-Fidelity Designs and Prototypes in Figma:** Used design principles and systems while iterating.
  - Build Dynamic User Interfaces (UI) for Websites:** Created a second, responsive version of app for desktop.
  - Design a UX for Social Good & Prepare for Jobs:** Created a third responsive app/website for music lessons.

### IBM Data Analyst Professional Certificate, Coursera

June 2023 – Nov 2023

- Completed 9 Coursera courses to understand core principles of data analysis, manipulation, and visualization.
  - Intro to Data Analytics:** Learned about data ecosystems and key roles and steps in a data analysis process.
  - Excel Basics for Data Analysis:** Gained working knowledge of Excel and how to use it for analyzing data.
  - Data Visualization & Dashboards w/ Excel and Cognos:** Communicated analysis findings w/ charts & graphs.
  - Python for Data Science, AI & Development:** Worked with data and automated tasks using Python.
  - Python Project for Data Science:** Used Pandas and Beautiful Soup libraries within a Jupyter Notebook.
  - Databases and SQL for Data Science w/ Python:** Built SQL queries with real databases on the Cloud.
  - Data Analysis w/ Python:** Imported data from multiple sources, cleaned and wranglee data.
  - Data Visualization w/ Python:** Created interactive dashboards to present data and convey insights.
  - IBM Data Analyst Capstone Project:** Assumed role of an Associate Data Analyst for a business challenge.

## Certificate Software Development, California Institute of Arts & Technology (CIAT)

May 2021 – Feb 2022

- Completed 6 courses to gain coding skills needed to develop software, web, or mobile applications.
  - **Fundamentals of Software Design with Python:** Created Python program prompting users to correctly list U.S. state capitals. [replit.com/@STYSL/Capital-Quiz](https://replit.com/@STYSL/Capital-Quiz)
  - **OOP with C++:** Completed C++ coding assignments utilizing stream and file i/o operations, data type manipulation, and function and class definitions. [github.com/STYSL/C-Plus-Assignments](https://github.com/STYSL/C-Plus-Assignments)
  - **RDBM Systems and SQL:** Created databases & queries using SQL commands w/ Microsoft SQL Server.
  - **Front-End Web Development:** Designed & coded personal website using HTML, CSS, and JS. [stysl.github.io](https://stysl.github.io)
  - **PHP & MySQL:** Utilized PHP to process HTML forms, output results, and store, modify & recall information in MySQL databases. [github.com/STYSL/PHP-MySQL](https://github.com/STYSL/PHP-MySQL)
  - **Python Fundamentals & Best Practices:** Developed GUI applications & image-processing algorithms.

## PAST WORK HISTORY

### Mass Communication Specialist, US Navy

- **Production Manager | Navy Public Affairs Support Element (NPASE) West, Coronado, CA | Jul 2018 - Mar 2022:** Managed 25 Sailors deployed at sea or ashore in administrative, training and job tasking for timely release of public affairs products.
- **Public Affairs Coordinator | Navy Recruiting District (NRD), Philadelphia, PA | Jun 2015 - Jun 2018:** Acting public affairs officer, coordinated setup and coverage of recruiting events and media engagements, and provided PA support for Navy recruiting stations in Philadelphia, New Jersey, Delaware, and Maryland.
- **Content & Social Media Manager | U.S. Naval Forces Central Command (NAVCENT), Manama, Bahrain | May 2013 - May 2015:** Managed command social media pages on FB, Twitter, and Flickr. Designed and managed command website.
- **Photojournalist | Navy Public Affairs Support Element (NPASE), Naples, Italy | Feb 2010 - Apr 2013:** Supervised expeditionary teams and provided visual information support with releasable photos, videos, and news articles.
- **Videographer & Photographer | USS Harry S. Truman (CVN 75), Norfolk, VA | Jan 2007 - Jan 2010:** Photographer and videographer for shipboard operations and lead video editor for weekly newscasts.
- **TV News & Radio Producer | Armed Forces Network (AFN), Misawa, Japan | Nov 2004 - Dec 2006:** Operated broadcast, radio, videography, editing systems, cameras and lighting equipment to produce weekly radio and video news stories for local and global audiences.

## EDUCATION

### Google UX Professional Design: Professional Certificate

- Studied: UX research, prototyping, design systems, usability testing, Figma

### IBM Data Analyst Specialization: Professional Certificate

- Studied: Excel, SQL, relational databases, Python, Jupyter Notebooks, and Cognos Analytics

### California Institute of Arts & Technology (CIAT): Certificate Software Development

- Studied: HTML, CSS, JavaScript, PHP, C++, Python, MySQL, GitHub

### University of California-Irvine (UCI) Extension: Java Programming Certificate

- Studied: Java, Android app development

### University of Maryland University College (UMUC): B.A. Digital Media & Web Technologies

- Studied: Web & Graphic Design, Adobe Creative Suite, XHTML, Pseudocode

### Defense Information School (DINFOS): Journalist Mass Communication Rating

- Studied: News Writing & Layouts, Photojournalism, Video Editing, Radio and Broadcast

### New York University (NYU): B.A. Music Technology

- Studied: Music Theory, History & Production, Audio Recording, Engineering & Mixing