Ffion Goss-Alexander (she/they)

ffion.gossalexander@gmail.com | (484) 223-6446
https://www.linkedin.com/in/ffion-goss-alexander/

RELEVANT EXPERIENCE

Judaism Your Way   Denver, CO

Operations and Data Manager   October 2020 – present
- Analyze data using machine learning and statistical analysis to predict real world behaviors and trends.
- Identify proper delivery method and communication techniques for virtual programs. Manage run of show for digital events, including troubleshooting of all technical issues, and provide post-event debriefs.
- Coordinate high priority tasks on time and on budget across education, operations, communications, and development staff using Jira and MS Excel. Train staff on proper use of program tracking software.

iThrive Games

Podcast Sound Designer   April – December 2019
- Coordinated with host, guests, producers, and other constituents to design podcast and coordinate new takes or edits using Asana and Basecamp.
- Engineered all audio for eight half-hour long episodes of podcast "Beyond Gameplay" for iThrive Games using Reaper DAW.
- Composed original theme music for the series by liaising with series host, producers, and other stakeholders to capture correct feeling and tone.

Smithsonian National Museum of Natural History   Washington, DC

Game Design Intern   January 2018 – May 2018
- Coordinated with experience designers, exhibition creators, scientists, and educators to create an interactive educational app to help middle schoolers engage with the new Fossil Hall.
- Created wireframes, user stories, and other design documentation that was used to successfully obtain grant funding to develop a working prototype.
- Analyzed hundreds of pages of exhibit data to identify the most important areas within the Hall around which to build the narrative of the app.

American University – World Languages and Cultures   Washington, DC

Senior Administrative Assistant   September 2016 – October 2020
- Managed $200,000 department budget, reconciling all expenses, administering donor-funded scholarships and awards, and generating contracts.
- Gathered and analyzed data to predict budgetary trends, hiring demands, and scheduling needs.
- Managed recording studio, oversaw social media usage, and troubleshot all office tech needs.

Administrative Assistant   December 2014 – September 2016
- Researched and analyzed 16 years of enrollment data to help inform programmatic decisions.
- Managed the WLC website and guided student workers in creating content for social media accounts.

American University – Kay Spiritual Life Center   Washington, DC

Interim Assistant Director   July – November 2014
- Coordinated dozens of religious services, social justice panels and speakers, and inclusive community events.
- Managed department budget, payments for events, and honorariums for guest presenters.
- Created website and graphic design pieces for advertising social justice events and panels.

EDUCATION

American University   Washington, DC

Master of Arts in Game Design (GPA 4.0)   May 2018
- Curriculum includes: The Game Art Pipeline, Games & Rhetoric, Game Design Capstone
- Developed in virtual reality, augmented reality, mobile, geospatial, web-based, and physical mediums.
- Used narrative games, interactive media, video, and audio to tell engaging stories about topics as diverse as the refugee crisis in Syria and satire of 90s pop culture.
- Researched applications of universal design for more accessible video game controllers, created prototype accessible controller interface, and conducted user testing to assess viability of design.
- Designed audio and video content for both marketing of games and as assets inside games.

Bachelor of Arts in Religious Studies, University Honors   December 2012

SELECTED RESEARCH & PROJECTS

Smithsonian Institute
- Design and Development Consultation for WIP board game for the National Museum of Natural History.
- Planned and ran playtests with museum patrons.
- Improved existing design to better tell an engaging story based on playtest results.

Vox Media
- Created sound effects and composition for web game on Polygon's website.

iThrive Games
- Researched and organized findings for an industry white paper used for high level decision making.

SKILLS & TRAINING

- Digital Media Development: Unity3D, GitHub, Construct, Twine, Figma, Canva
- Audio and Video Production: Adobe Audition, Reaper, Adobe Premiere, HitFilms
- Website management: WordPress, CommonSpot, Dreamweaver
- Social media management: Facebook, Twitter, Instagram
- Video Platforms: YouTube, Vimeo, Zoom
- Program management: Jira, Asana, Basecamp
- Office software: Microsoft Office and Google Suite products
    - Excel, Word advanced training, "Digital Analytics Fundamentals," Google Analytics Academy
- "eTapestry Essentials," Blackbaud, 2021
- "Data Mining with Weka," University of Waikato, 2017