

# Alixander Laffredo-Dietrich, Vytal Studios

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## EXECUTIVE SUMMARY

A maker of cool stuff with over 4 years of program and product management plus expertise in audio, composition, 3D modeling, video, design, and entrepreneurship.

## FUNCTIONAL EXPERTISE

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- Audio
- Video
- 3D Modeling
- Design
- Program/Product Management
- Entrepreneurship

## FUNCTIONAL EXPERTISE DEMONSTRATED

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### IBM

January 2018 – Present

*An international technology company with over 350,000 employees and roughly \$80 billion in revenue serving large enterprise clients including Oracle and ADP and startups such as Cognition Foundry and Techcombank.*

#### **Role: IBM Z Product Manager, IBM Z Ecosystem Digital Coordinator and Advocate**

Oversees the completion of key assets and arranges integration of customer feedback into product launches.

- **Program/Product Management:** Launched the [IBM Z and Cloud Modernization Center](#), an emergency request by our CEO, by organizing 12 IBM business unit leaders to create an interactive website designed to provide individual experiences to executives, architects, and developers, in under 3 months.
- **Program/Product Management:** Co-facilitated design-thinking workshop for six non-profits under United Way, the largest national non-profit organization in 2016, to define affordable social media engagement plans that cost only \$30 per month to enact.
- **Audio, Video and Design:** Revamped the UX/UI design of registration for IBM and Influitive joint-registration platform by creating interactive wireframes on Adobe XD that our third-party platform partner could use to recode the registration site, resulting in an increase of completed registration rates from 68% to 85%.
- **Program/Product Management:** Tracked completion of over 100 physical and digital assets for product launch from over 20 teams worldwide to align engineers, designers, sellers, marketers, and product managers with customer needs in time for the global announce of the LinuxONE III.

### Conquer Your Speaking Fear

September 2018 – Present

*An innovative communication consulting firm that produced two #1 Amazon Bestselling books which sold to 12 countries worldwide and provided communication seminars to VCU and Spaces Chapel Hill.*

#### **Founder**

Leads customer-focused communication firm and crafts messaging, strategy, and products/services.

- **Audio, Video, and Design:** Combined Adobe XD, Wordpress, Cloudflare, Mailchimp, and other software to create webpages and sales funnels linked to each other via a series of APIs resulting in the accumulation of a secure email database of upwards of 150 new clients per month.
- **Entrepreneurship:** Recruited the expertise of designers and business consultants from various countries around the world for the creation of physical and digital design assets and plans for marketing, advertising, and social media engagement resulting in sales from 12 countries worldwide.

## **3D CENTRAL**

June 2016 – June 2017

*Richmond-based 3D print studio specializing in custom fabrication, rapid prototyping, and development.*

### **3D Modeler**

Produce custom 3D models and repair meshes for characters, props, prototypes, and prosthetics.

- **3D Modeling:** Conceptualized and worked iteratively via agile and design-thinking methodology to create 3D art assets and printed prototypes with local businesses and students for products, toys, and custom prosthetic limbs.
- **3D Modeling:** Modeled custom characters for local studios, crafted facades for building sculptures, and built props including swords, bottle openers, and other prototypes.

## **VOLUNTEERISM AND RELEVANT PROJECTS**

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**Gracie Durham – Certified Instructor:** Prepare and present self-defense curriculum to classes of up to 20 people while providing constructive feedback to students of all genders and ages. (2020-Present)

**Global Innovation Core – Cofounder:** Organized 20 IBM employees to perform outreach projects with United Way, co-facilitated design-thinking workshops and user research strategies for internal IBM sales teams, and coordinated branding and marketing efforts to connect new-hires with executives. (2018-Present)

**IBM, Red Hat, and Marbles Kids Museum – Volunteer:** Supported local children's museum in honor of 9/11 anniversary by organizing project equipment for various experiments alongside fellow IBM, Red Hat, and Marbles Kids Museum employees. (2019)

**RVA Game Jams:** Crafted characters, environments, and prop art for "Wacky Wavers" game for the RVA Global Game Jams competition. (2017)

## **EDUCATION**

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**Bachelor of Communication Arts.** Virginia Commonwealth University (Richmond, VA) *Magna Cum Laude*

**DaVinci Center (VCU Innovate, Venture Creation)** Virginia Commonwealth University (Richmond, VA)

## **OTHER RELEVANT INFORMATION**

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**Designer Skills:** Enterprise Design Thinking Co-Creator, Agile Practitioner, Traditional Media

**Computer skills:** Autodesk Maya, ZBrush, Adobe Creative Suite, Wordpress, Aha!, Trello, Mural, Excel

**Awards:** District 37 Toastmaster International Speech Contest Champion (2019)

Next Gen Lab, NYC Pitch Champion (2018)

[TEDxVCU Speaker: How Music Taught Me to Listen \(2016\)](#)

Startup Spring Break Pre-accelerator Finalist (2016)