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Recent Work

Graphic Designer & Content Engineer
(showcasing both skillsets applied)

Otto Carbajal

Content Engineer Graphic Designer

NEW YORK NY USA

Summary

“Learning by doing”. My core principle. It prepares me to anticipate the unexpected and respond. A project relies on adapting goals and outcomes to the process, rather than adapting the process to the goals.

I have 20+ years experience in graphic design and 3+ years in content engineering with varying levels of skill in digital. With a proven history of professional advancement, I familiarize myself with tools to deliver the highest of standards to design and brand identity across print and digital platforms.

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Content Engineer:

As Content Engineer, I am able to

- **Define** content metadata and organization (**Metadata & Taxonomy**)
- **Implement** Content Structure using Figma, and Miro
- **Create Content Models** establishing Content Types
- **Handle** relationships with cross-functional content teams and stakeholders
- **Collaborate** with teams assessing and delivering content workflows
- **Produce** workflow solutions & processes for the management of content
- **Implement** reusable ways to publish content for authors and dev team
- **Extract** metadata from content types for digital apps in development
- **Take on** technical project details, communicate to non-technical audiences
- **Drive** digital solutions ensure alignment between program components
- **Write** XPath Expressions and XML tag structure in InDesign
- **Navigate** XML docs define patterns & set rules for InDesign field mapping
- **Develop** Entity Relation Diagrams and Data Models in Miro
- **Deliver** decoupled content from databases like Directus CMS (headless)
- **Validate** structured XML data with XSL in Oxygen XML Editor
- **Operate** efficiently in Adobe CS (Print and Digital Apps) and Outlook Office
- **Advocate** for Shift Left Accessibility Testing to ensure digital equality

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BASIC

Aquia DAM
CSS
Data Model
DITA CMS
DITA Maps
Oxygen XML
XPath

Confluence
Directus CMS
Miro
Notion
JIRA
Woodwing
XML

ADVANCED

INTERMEDIATE

Accessibility
Agile

Adobe CS
Google
Workspace
MS Office

Graphic Designer

As Graphic Designer, I am able to

- **Utilize 20+ years experience** as graphic designer—
 - » **Creating** graphic design with focus on goals of the target audience
- **Apply 20+ years experience** in production design—
 - » **Manage & execute** content-heavy work under aggressive schedules
- **Operate** efficiently in Adobe CS (Print and Digital Apps) and Outlook Office
- **Contribute** to company culture in authoring processes and procedures
- **Apply** proficient pedagogy-based instructional design and graphic skills
- **Conceptualize** and develop with attention to detail in digital design

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School of Visual Arts

Web Design Certificate: HTML & CSS
2010 - 2011, New York, NY

Columbus College of Art & Design

BFA, Magazine Illustration
1987 - 1991, Columbus, OH

Fashion Institute of Technology

AAS, Advertising Design
1987 - 1989, New York, NY

Experience

Curriculum Associates

Senior Designer, K-2 Spanish Language Arts

05/2024 - 11/2024 New York, NY

I report to the Design Director, Spanish Language Arts and is responsible for working independently—as well as with the internal design team, content team, and with key stakeholders—to develop, produce, template, and manage compelling student- and teacher-facing program to the completed product.:

- **Take action** of creating educational experiences and resources that are used by 10 million students across the country
- **Team up** with the Curriculum Associates Design Team to establish content structure for new core and supplemental language arts products across both print and digital mediums
- **Create and extend** components, layouts, and features with focus on teacher and student experience and usability, never losing focus on the idea that engaged learners are better learners— to ideate on innovative solutions & efficiencies in developing global templates across K-8
- **Develop** innovative products in collaboration with educators and industry leaders to create culturally responsive resources for the students and teachers we serve

Atomic Software

Content Engineer

08/2021 - 05/2024 New York, NY

As Content Engineer, I am responsible for the team's success in achieving business content goals:

- **Define** what content and content workflows the product needs
- **Initiate** and decide how to achieve the product's content goals
- **Document** content technical requirements and content audits
- **Deploy** tests of content in dev environments
- **Run** content audits
- **Test** and Develop user case studies
- **Schedule** and facilitate meetings, communications from the business and client staff
- **Participate** in sprints, demos, planning, backlog refinement, stand ups, and retros
- **Collaborate** with dev & tech teams, department leads, and content creators
- **Work** on dev & tech code within an XML authoring platform
- **Seek** out opportunities for automation

Client

Scholastic (Ready for Reading)

[CLIENT SITE](#)

Job Overview

Developed print-to-digital workflow from InDesign print content to the app by extracting metadata with Woodwing, writing XPath expressions for the tagging of content.

Task Summary

- **Validated** XML
- **Created** XML Rules with XPath expressions
- **Extracted** tags and metadata in InDesign XMP with Conditional Text properties
- **Worked** with WoodWing
- **Troubleshooted** and tested Extendscripts for target XML in Indesign
- **Worked** with Adobe Bridge
- Ran XPath training workshops for the Publishing Technology Lead
- Created technical documentation guide on XPath expressions for tagging content

Houghton Mifflin Harcourt (Listening to Learn)

[CLIENT SITE](#)

Job Overview

Developed digital workflow for the authoring team, bridging content workflow between Oxygen and Git.

Task Summary

- **Validated** XML
- **Oxygen XML Editor:** ran Oxygen XML training workshops for authoring team
- **Developed** Oxygen framework for authoring team (included in the framework: CSS & DTD)
- **Edited and uploaded** final code to Git repo (through Oxygen XML Editor & Terminal)
- Created technical documentation working in Oxygen | [Oxygen Setup Guide](#)

AERDF (Reading Reimagined)

[CLIENT SITE](#)

Job Overview

Developed digital workflow for new content in Directus (CMS). Under an accelerated production schedule, I helped create content for the classroom app to meet deliverables.

Task Summary

- **Worked** with Directus (CMS) relational fields
- **Reviewed** Directus data model fields
- **Customized** Directus (CMS) Interface
- **Uploaded** and managed Directus file assets
- **Trained** content creation team in Directus
- **Technical doc** [Directus set up](#) on Miro

Boys & Girls Club of America (My Future | Club Programs)

[CLIENT SITE](#)

Job Overview

As a consultant under [Backpack Interactive](#), I reviewed the client's youth development micro-sites, conducted content audits, reviewed publishing workflows, attended meetings with all teams, and recommended improvements.

Task Summary

- **Documented** content audit
- **Recommended** publishing workflow (on Miro)

College Board

Visual Designer

05/2018 - 08/2021 New York, NY

Team player at the College Board for the Brand Experience Department:

- **ADA compliant baseline XML print collection** of operational manuals for SAT Suite, K-12 including ancillary branches of XML work (Student Answer Sheet Instructions)
- **Development** of digital operational manuals as a variation on the XML publications.
- **Inventory** existing graphics across the full suite of operational manuals putting together documentation and a library guide simplifying and organizing the collection.
- **Collaborated** and kept regular communication with various teams such as the College Ready Assessment team, to ensure efficiency in manuals and thorough development of the xml graphics library.

Scholastic, Inc.

Production Designer 02/2018 - 05/2018 New York, NY

Converted legacy files with validated tag structures in workflows.

HMH (Houghton Mifflin Harcourt)

Production Designer 08/2017 - 02/2018 New York, NY

Production lead on digital software and print publications. Managed content-heavy work under aggressive schedules for print and digital. Expert on xml tagging in content layout. Light supervision of contracted team players.

Atomic Software

Digital Production 04/2017 - 08/2017 New York, NY

Tagged teacher and student content in InDesign through Woodwing with complex, multi-layered html (XML) tags based on instructions. Made corrections to html tagging based on QA html structure before abd after uploading to build.

HMH (Houghton Mifflin Harcourt)

Assistant Production Manager & Designer

08/2017 - 02/2018 New York, NY

Teacher Editions (TE) transition from CD-based digital TE to online. Tagged TE content in InDesign through WoodWing with tags based on instructions. QA html in build. Font analysis for ePub 3 conversion. Extracted Student Edition (SE) pages from shared SE/TG files. Output two sets of PDFs: Printer PDFs & ePub conversion. Agile environment.

Amplify, Inc.

Production Designer 02/2015 - 04/2015 New York, NY

Print to Digital workflow in InDesign via WoodWing. Worked in Adobe CS, Microsoft 360. Legacy file updates and conversions of full-subject tier-1 instructional materials in English Language Arts.

Contractor

Print & Digital Designer 03/2014 - 05/2017 NYC

Worked with various ed pubs converting legacy files for digital.

Triumph Learning, Inc.

Senior Designer

06/1998 - 11/2014 New York, NY

Led CMS-based instructional designs from conception to completion and oversaw multiple projects translated, tackled day-to-day problems independently, seeking information and resolution with relevant editors, composition vendors, and production managers. He was responsible for successful design execution of classroom book interiors, teacher's guides, and supplemental curriculum based activities within a subset of state and national test preparation books (Coach). Otto communicated the status of projects in weekly meetings, hired and supervised illustrators and designers, attended launch meetings and initialized the design for a book series.

GET Waggle®, an online learning platform with Common Core and state standards aligned content in English Language Arts and Math. A digital tool for Teachers and students for classrooms in schools nationwide. Otto's work on GET Waggle® has made him become familiar with user-centered design process, specifically to instructional design, accessibility, and Web standards. Worked with the Digital Operations Team, Otto's responsibilities included:

- **Managing** CMS-based ELA digital art assets for question types
- **Analyzing** the design of digital questions in the CMS
- **Setting up** digital product guidelines and specifications
- **Reviewing** some CSS and HTML source code
- **Participating** in CMS customization Use Cases
- **Providing** insight to workflow and control systems during User Acceptance Testing
- **Designing** HTML email templates, marketing pages, and Infographics

Contractor

Graphic Designer

01/1996 - 08/1998 New York, NY

Designed the production of 2- and 4-color Educational Publications for Math and ELA test-preparation books.

Newbridge Communications, Inc.

Graphic Designer

09/1992 - 08/1996, New York, NY

Designed the production of 2- and 4-color Educational Publications for Math and ELA test-preparation books.