

# TME

# THAMARE TORIOLA

## INFO

<http://thamarerejouis.com/>  
(347)940-1691  
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## SOCIAL

LinkedIn

Thamare Toriola

## SKILLS

### Content Strategy

- Content Planning
- Messaging Strategy
- UX Writing
- Microcopy
- Instructional Content
- Content Hierarchy
- Information Architecture
- Navigation Support
- Brand Voice

### UX and Research

- User Research
- Persona Development
- Journey Mapping
- Wireframing
- Prototyping
- Usability Testing
- Human Centered Design

### Tools

- Figma
- Sketch
- Protopie
- Miro
- Adobe XD
- Adobe Creative Suite
- WordPress
- Basic HTML
- CSS

### Languages

- English
- Creole
- French

## EDUCATION

**Arizona State University**, Tempe, AZ | 2025 - 2026

Masters of Science in UX/UI Engineering

**Queens College**, Queens, NY | 2017 - 2019

Bachelor of Fine Arts in Graphic Design

**Lehman College**, Bronx, NY | 2011 - 2016

Bachelors of Arts in Studio Art

## PROFESSIONAL EXPERIENCE

**AUA Medical School**, New York, NY | *Multimedia Design Lead* | 2021 - Present

Facilitated collaborative initiatives with key stakeholders from marketing, admissions, and alumni relations to identify growth opportunities in various market segments.

Partnered with leadership and cross functional teams to structure and align on content strategies that enhanced user engagement around enrollment goals, academic needs, and institutional priorities.

Led the development of a multi-year content strategy informed by user analytics, prioritizing high-impact application of UX principles to improve clarity, and usability for marketing content.

Balanced messaging for audience specific campaigns by aligning content with user interests, supporting global enrollment expansion.

Crafted comprehensive catalogs for housing websites, page structure for Alumni newsletter, and digital content for site redesigns improve comprehension and engagement.

Developed content driven and custom taxonomies ensuring seamless organization of over 5,000 assets to improving findability for internal teams.

**Rejouis Visuals**, Brooklyn, NY | *Digital Media Consultant* | 2018 - Present

Developed content strategies, websites, and digital messaging systems for small businesses and nonprofit organizations across web, email, and social platforms.

Worked closely with other UX designers to infuse storytelling into e-commerce flows for startup business lacking a digital footprint on social media.

Educated small business owners on the impact of digital media in relationship-building, resulting in the adoption of user-focused messaging and engagement.

Collaborated directly with clients to identify communication styles, and adapt a consistent tone of voice, refine messaging to build a user centered digital experience.

Designed website structure, content flow, and visual hierarchy decisions that improved usability and supported stronger online presence.

**Haitian American Medical Association** Boston, MA | *Content Director* | 2017 - 2023

Directed targeted content and visual strategy for community health initiatives, educational campaigns launched across all social media channels.

Created user focused print materials, videos, brochures, event promotions, and web content designed to make healthcare information actionable.

Supported website strategy by considering patient needs and monitored post-launch content performance to confirm alignment with content priorities for healthcare professionals.

Collaborated with organizational leadership to align communication goals with audience needs and long-term digital growth.

**Massachusetts General Hospital**, Boston, MA | *Content and Visual Director* | 2022 - 2024

Led content driven design execution for the Cancer Equity Colloquium and related outreach initiatives that supported event communication and public health awareness.

Met with stakeholders to organize and present large volumes of speakers, agenda, and program content into clear, accessible event materials.

Developed content layouts and messaging systems for booklets, promotional assets, and digital collateral that improved readability and audience understanding.

Translated complex healthcare and equity focused subject matter into structured visual communications for professional and community audiences.

Supported mission driven communications by aligning design and content decisions with strategic goals around awareness, participation, and healthcare equity.