

# TME

# THAMARE TORIOLA

## INFO

<http://thamarerejouis.com/>  
(347)940-1691  
thamarerejouis@gmail.com

## 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

Adobe Creative Suite  
Figma  
Protopie  
Miro  
Adobe XD  
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 | *Lead Multimedia Designer* | 2022 - Present

Led visual and digital design initiatives across marketing, admissions, alumni relations, and institutional communications, serving as the primary multimedia designer for the organization

Designed landing pages, webinar pages, email campaigns, and audience specific digital assets to support prospective student recruitment, enrollment goals, and internal communication needs.

Developed creative concepts and audience focused campaign materials for prospective students across web, email, Google Ads, social media, and print collateral.

Produced cohesive visual systems across web, email, social, and promotional channels while maintaining brand standards and adapting content for different user groups.

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

**Rejouis Visuals**, Brooklyn, NY | *Digital Media Consultant* | 2018 - 2025

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

Created logos, brand identities, and visual systems for emerging businesses to help establish a strong and cohesive market presence.

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.

Helped businesses grow their social media presence on Instagram through strategic visual content and audience-focused messaging, contributing to increased engagement, follower growth, and sales.

**Haitian American Medical Association** Boston, MA | *Visual Lead Designer* | 2017 - 2022

Led visual strategy and brand focused design across community health initiatives, educational campaigns, and public facing communications.

Created infographics, social media campaigns, digital ads, brochures, videos, event promotions, and branded materials designed to make healthcare information clear, engaging, and actionable.

Developed visually cohesive assets across digital and print platforms while maintaining consistency in brand identity, messaging, and audience engagement.

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 | *Visual Lead Designer* | 2022 - 2024

Led the full visual identity for the Cancer Equity Colloquium, developing the event brand across promotional campaigns, digital assets, print materials, and on-site communications.

Designed every major visual touchpoint for the event, including promotional ads, speaker materials, event collateral, and the comprehensive print and digital booklet for a professional healthcare audience.

Partnered with stakeholders to organize and translate large volumes of speaker, agenda, and program content into clear, accessible, and visually cohesive materials.

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

Collaborated with an engineer to design the online event hub, applying user-centered thinking to support a clear and seamless digital experience.