



THAMARE TORIOLA

Digital Content Strategist — Visual & UX Designer

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ABOUT ME

Digital content strategist and visual communications professional with 8+ years of experience creating audience-focused content across healthcare, education, nonprofit, and consumer industries. Skilled in digital marketing, content strategy, and UX-informed storytelling.

EDUCATION

Arizona State University

MS, UX/UI Engineering
Expected Spring 2027

Queens College

BFA, Graphic Design · 2017–2019

Lehman College

BA, Studio Art · 2011–2016

SKILLS

Content & Digital Marketing

Content Strategy & Editorial Planning

Social Media & Campaign Management

Email Marketing & Digital Campaigns

SEO & Web Best Practices

Web Analytics & Reporting

CMS Management (WordPress)

Design & Visual

Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Brand Identity & Visual Systems

Typography, Layout & Hierarchy

UX/UI & Research

Figma, Adobe XD, ProtoPie

User Research & Usability Testing

Information Architecture

Platforms

WordPress, Basic HTML/CSS, Miro

LANGUAGES

English · French · Haitian Creole

WORK EXPERIENCE

Lead Multimedia Designer

2021 - Present

AUA Medical School - New York, NY

- Lead digital content strategy across web, email, social media, and recruitment campaigns for prospective students, alumni, and institutional audiences.
- Manage website content, landing pages, webinar promotions, newsletters, and email campaigns to support enrollment and engagement goals.
- Develop audience-specific messaging and digital campaigns aligned with marketing objectives and business priorities.
- Collaborate with marketing, admissions, and leadership teams to create high-impact digital communications across multiple channels.
- Produce and optimize content that improves user engagement, comprehension, and brand consistency.

Visual Designer

2022 - 2024

Massachusetts General Hospital - Boston, MA

- Led content and visual strategy for the Cancer Equity Colloquium, a multi-day event for healthcare professionals, medical students, and academic leaders, driving awareness and sustained participation across multiple years.
- Created social media content, promotional materials, and a comprehensive print and digital booklet, translating large volumes of speaker and program content into clear, audience-ready materials.
- Partnered with stakeholders and an engineer to design the event's online hub, applying user-centered thinking to content structure and the digital attendee experience.

Visual Lead Designer

2017 - 2022

Haitian American Medical Association - Boston, MA

- Led social media and digital content strategy for a healthcare nonprofit, developing audience-specific campaigns focused on medical education, health awareness, and community engagement.
- Created infographics, social campaigns, digital ads, brochures, and video content that made complex healthcare information clear, engaging, and actionable for providers and community audiences.
- Supported website content strategy with patient and provider needs in mind, monitoring post-launch performance against communication goals.

Freelance Digital Content Strategist

2018 - 2025

Rejouis Visuals - Brooklyn, NY

- Developed content strategies, websites, and digital messaging systems for small businesses and nonprofit organizations across web, email, and social platforms.
- Built and managed CMS-based websites and editorial calendars, growing social media presence and engagement for emerging brands.
- Created content systems and campaign strategies that improved visibility, follower growth, and customer engagement.
- Educated small business owners on the impact of digital media in relationship-building, resulting in the adoption of user-focused messaging and engagement.

Graphic & Content Designer

2020 - 2021

Color Club - Freeport, NY

- Produced product and tutorial video content for social media and retail platforms, generating over 50,000 monthly views.
- Created supporting marketing and promotional content, including digital ads and brochures, for major retail accounts.