

Viktoria Coralia Kangas

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Portfolio viktoriacoralia.com

Professional Summary

With 3 years of news and narrative writing and 3 years of creating innovative digital experiences using user experience (UX) design, I bring a multifaceted approach and adaptable strategy to digital storytelling. Drawing from my journalistic experience, I have developed a strong ability to write compelling narratives for curated audiences. My client-centered work demonstrates my abilities in product development through creating elegant solutions and collaborating to reach shared goals. By combining my skills and knowledge, I craft stories and designed digital experiences that resonate with audiences and stakeholders alike.

Languages

Spanish

Fluent

Finnish

Fluent-Intermediate

Portuguese

Intermediate

Education

Master of Arts (M.A.): Journalism- Emphasis: Emerging Media- University of Georgia, Athens, GA

May 2024

Bachelor of Arts (B.A.): Journalism- University of Georgia, Athens, GA

May 2023

Certificate: New Media - University of Georgia, Athens, GA

Dec. 2022

Relevant experience

Project Frequency

B2B service | June 2023 – May 2024

- Led the inception and product development of Frequency, a B2B service, as the product manager for a cross-functional team of 3, successfully managing multiple projects and priorities while steering the initiative from concept to launch. Focused on creating scalable solutions aligned with client needs.
- Created flow charts, wireframes and user flows to align the project with client objectives using effective communication and collaboration across design, development, and creative teams. Ensured the integration of user-centered design principles throughout the project.
- Created and iteratively refined multiple prototypes, conducted thorough user testing to enhance and redesign the user experience, resulting in a more intuitive and effective product. Incorporated accessibility standards to ensure inclusivity.
- Leveraged Qualtrics to measure and analyze human satisfaction in agency-client relationships, ultimately mastering the platform to collect actionable, user satisfaction data that informed improvements for clients.
- Delivered key presentations and design specifications, tailoring content for stakeholders at various levels, from final style guides to interactive prototypes.

Project BLITZ

Mac OS App | August 2022 - December 2022

- Led the end-to-end conception and successful launch of Blitz, a Mac OS app, managing a cross-functional team of 4 and ensuring the project met all deadlines and quality standards as the technical lead.
- Designed interactive prototypes using Figma and conducted ongoing UX research to collect user feedback and refine the information architecture.
- Prototyped, tested, and intermittently redesigned the user experience based on user feedback and data collected to stand out from competitors.
- Developed and presented comprehensive design specifications and style guides to ensure alignment with user and stakeholder expectations.
- Fostered effective communication and collaboration among team members, driving innovation and ensuring project success.

Professional Experience

Education Reporter

Oglethorpe Echo, Athens, GA | January 2023 - May 2023

- Built stories from the ground up by obtaining first-hand information from interviews with sources.
- Stayed on top of events and maintained strong connections to create stories based on current events.
- Pitched and wrote stories on current events, while maintaining strong connections within the community.

Laser Operator

Sophia's Findings, Milton, GA | June 2022 - December 2022

- Managed machine operations with set up, loading, operations, and unloading according to tight production schedules.
- Made minor adjustments to laser settings and operational controls to resolve problems identified through proactive inspections.
- Set up equipment for new production runs, mounting and aligning tools and attachments for precise cuts.

Web Director and Feature Writer

Infusion Magazine, Athens, GA | 2020 - 2023

- Improved site structure, function, and design through collaboration with the writing and editing staff.
- Updated website content based on social media trends, online articles, and current events.
- Wrote and edited stories targeting diverse populations at the University of Georgia.

Technical Skills

- Adobe Cloud applications
- Microsoft applications
- Conducting customer interviews
- Wireframing and Design in Figma
- WordPress
- Copy Editing
- CSS + HTML
- Search Engine Optimization
- Translating

Areas of Expertise

- User Experience Design (UX)
- UX/UI Design Research
- Narrative and Creative Writing
- User Interface Design (UI)
- Agile PM Methods
- Design Sprints
- Customer Experience Design (CX)
- Product Development
- Social Media Integration