

Leonel A. Diaz Jr.

EDUCATION

University of New Mexico

Doctorate of Philosophy (Ph.D.); Organization, Information and Learning Sciences
May 2019

University of Southern California

Masters of Education (M.Ed.); Postsecondary Administration and Student Affairs
August 2012

University of California, Santa Cruz

Bachelor of Arts (B.A.); Digital Art
June 2010

HIGHLIGHTS

- Eight years experience in multimedia: video, photography, presentations, printed materials & newsletters
- Designed and completed master's thesis on the gamification of judicial affairs
- Nine years experience advising, mentoring, and teaching students from first-generation, historically underrepresented, international and low-income backgrounds
- Five years in academic support: writing, time management, study, note taking, and organization skills

TECHNOLOGY SKILLS

Operating Systems:

Microsoft Windows, Mac OS X

Mobile Computing:

Apple iOS, Android

Graphic Design and Layout:

Adobe Photoshop CC, InDesign CC, Constant Contact

Blogging Platforms:

WordPress

Multi-media Presentations:

Prezi 4.7.6, PowerPoint 2010

Word Processing:

Adobe Acrobat Pro X, Word 2011

Video Production:

Final Cut Pro X

Facebook Fan Pages:

/UNMDOS, /UNMNSO

Twitter Pages:

/@UNM_DOS, /@UNM_MenofColor

PROFESSIONAL EXPERIENCE

University of New Mexico

Dean of Students Office

July 2014–Present

Coordinator of Student Leadership and Engagement

- Provide the Dean of Students administrative support in the development, implementation, and marketing of programs and projects
- Advise student philanthropy organization LoboTHON, Golden Key Honors Society and LoboRESPECT on programming and organization decision making
- Design and develop mobile application aimed to increase student engagement through gamification
- Oversee communication and marketing of office events and programs through the use of social media, photography, video, comics, website, newsletters and printed materials for the offices of New Student Orientation, Parent and Family Programs, and Student Rights & Responsibilities
- Coordinate the dean's outstanding senior awards and the student honorary coach program in partnership with Athletics

- Conduct assessment for the UNIV 391: Leadership and Student Development course to assess student learning outcomes
- Supervise and train four work-study students in various multimedia projects, campaigns, programs, and leadership

California State University, Dominguez Hills

Title V Encounter to Excellence Program

January 2014–June 2014

Academic Advisor

- Advise 100+ first year and 50+ second year first-generation commuter students on General Education requirements, completion of developmental math and English courses, financial aid, career objectives, and major/minor declaration
- Oversee student-led group, 'Toro 411,' responsible for communicating student news through monthly newsletters and social media outlets: Tumblr and Facebook
- Implemented student committee focused on creation of videos representing program achievements
- Supervise 4 undergraduate peer mentors/student assistants, each mentoring 25+ first year students regarding first-year experience, academic requirements, and academic preparation
- Assessed academic needs of 100+ students using quantitative methods
- Planned spring semester training for peer mentors/student assistants regarding team building, effective communication, and office etiquette

University of Southern California

Pullias Center for Higher Education

September 2012–August 2013

Multimedia Specialist

- Developed 3 ignite presentations for the Association for the Study of Higher Education and the American Educational Research Association's annual meeting presidential address and planning meeting
- Created 6 video game tutorials on the game play of 'Mission: Admission' and 'Futurebound' for the Game Innovation Lab
- Photographed and produced 2 videos addressing children in poverty and income disparities in Los Angeles
- Designed a video on education and immigration reform on a national level
- Produced 2 documentary videos on Increasing Access Via Mentoring and Summer Tools Information Motivation Education programs demonstrating the impact of the programs on students

University of Southern California

Pullias Center for Higher Education

May 2011–August 2012

Multimedia Developer

- Redesigned and distributed weekly newsletter for mentoring program
- Produced and filmed 23 videos on college access games and profiles on doctoral candidates
- Maintained Facebook and Twitter accounts for mentoring and summer programs

Program Assistant

- Updated and maintained database of 105 student profiles for grant reporting and scholarship awarding
- Advised 30 students on financial aid packages during summer outreach program
- Performed outreach and recruited students for programs through e-mail, flyers, and high school visits
- Mentored six high school seniors through college admissions and application process through Increasing Access via Mentoring Program
- Oriented recent high school graduates on program expectations of summer outreach program

Instructor for Summer Tools Information Motivation Education Program

- Taught a college living course to 200 entering college freshmen
- Developed course syllabus and prepared class materials
- Led workshops on time management and organization skills

Research Assistant for Collegeology Games

- Researched college access games through observations of game play
- Conducted surveys to assess college knowledge of high school students

University of Southern California

Kortschak Center for Learning and Creativity

January 2011–August 2012

Coordinator of Social Media

- Researched recommendations and implementation for website development
- Photographed center and staff during events and training
- Produced and filmed 12 videos for orientation, universal instruction, time management, and student experiences
- Established and maintained Facebook, Twitter, and Foursquare accounts

Academic Coach

- Taught organization, time management, note taking, studying, reading, and writing skills to students with and without learning disabilities
- Coached 15-20 students to balance social and academic life
- Designed six handouts on note-taking, creating study guides and sleep benefits to improve student performance and increase center resources
- Trained staff on using Assistive Technology software

Co-Founder of Graduate Mentoring and Development Program

- Designed and implemented graduate mentoring and development program for nine coaches
- Assessed program effectiveness and mentor-mentee relationship using survey and interviews
- Mentored and trained two new academic coaches

CONSULTING AND FREELANCING

University of Southern California

January 2015–Present

Client: Dr. Kristan Venegas

- Conceptualize a mobile application that helps high school students applying to college how to view and understand their college finances
- Design badges that are earned by completing steps of the financial aid application
- Created a framework for understanding how the mobile application operates

University of New Mexico

December 2014–Present

Client: Dr. Tomás A. Aguirre

- Designed a book titled “The Dissertation Monkey” using client’s text and images provided
- Translate the book to Spanish (in progress)

University of California, Los Angeles

December 2013–March 2014

Client: Adrian H. Huerta

- Designed website showcasing client’s academic background in higher education
- Created drawing representing struggles of Latino males

American Educational Research Association
Annual Meeting
April 2013

- Photographed conference presidential sessions, ignite presentations, roundtable discussions, paper presentations, and attendee interactions

University of Southern California
Rossier School of Education
January 2013–August 2013
Client: Dr. Brendesha Tynes

- Created and designed 2 ignite presentations on cyber bullying and online discrimination
- Advised on successful presentation techniques of ignite presentations
- Taught 1 class on using Wordpress for teaching purposes in K-12 education to graduate students

University of Southern California
Rossier School of Education
November 2012–August 2013
Client: Dr. Kristan Venegas

- Taught 2 classes on using video equipment and producing video presentations
- Conceptualized a financial literacy application for two grant proposals

INVITED TALKS

Using Multimedia in Advising and Counseling
University of Southern California
Rossier School of Education
November 2014

PUBLICATIONS AND PRESENTATIONS

Thesis

Diaz, L. A. (2012). *The Gamification of Judicial Affairs: Addressing Learning for 'Digital Students'* (Masters thesis).

Poster Presentations

Diaz, L.A., Montayo, Y., & Jaramillo, S. (2015, May). *Changing Attitudes and Behaviors within an Organization to Foster Acceptance of New Principles and Practices Geared Toward Technology*. Organization, Information and Learning Sciences (OILS) Expo. University of New Mexico, Albuquerque, NM.

Barber, H., Diaz, L.A., Martinez, L., Pino, J., Purrington, K., Sanchez, J., Svihla, V., Turner, W., & Wright, E. (2014, November). *Client-Driven Instructional Design: Believe in the Process!* Community Engaged Scholarship Forum. University of New Mexico, Albuquerque, NM.

Presentations

Diaz, L.A. (2015, July). *Creativity at Work: Engaging Students*. Presented at the Golden Key International Honours Society Annual Summit, Surfers Paradise, Gold Coast, Australia

Alvarado, K., Diaz, L. A., & Ho, C. V. (2012, March). *Cultivating Leadership and Development through Mentoring*. Presented at the Student Affairs Administrators in Higher Education (NASPA) Annual Conference, Phoenix, AZ.

Alvarado, K., Diaz, L. A., & Ho, C. V. (2012, March). *Repurposing Assistive Technology and Social Media in Teaching*,

American Association for Hispanics in Higher Education Annual Conference, Costa Mesa, CA.

Alvarado, K., Diaz, L. A., & Ho, C. V. (2012, March). *Cultivating Leadership and Development through Mentoring*, American Association for Hispanics in Higher Education Annual Conference, Costa Mesa, CA.

Diaz, L. A., & Venegas, K.M. (2012, January). *The Gamification of University Services: Addressing digital students*, Annual International Conference on Technology, Knowledge and Society, Los Angeles, CA.

PROFESSIONAL ORGANIZATIONS

Student Affairs Professionals in Higher Education (NASPA)

Latino/a Knowledge Community (LKC)

October 2014–Present

LKC Awards Committee Member

- Organized award reception program, logistics and award selection

AWARDS

University of California, Santa Cruz Oakes College Community Service Award	June 2010
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University of California, Santa Cruz Learning Support Services Appreciation Award	June 2010
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University of California, Santa Cruz William Hyde and Susan Benteen Irwin Award	March 2010
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University of California, Santa Cruz Learning Support Services Appreciation Award	June 2009
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CERTIFICATION

Mental Health First Aid USA	January 15, 2014 through January 15, 2017
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SPECIAL TRAINING

California State University, Long Beach Vet Net Ally Training	March 2014
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California State University, Dominguez Hills LGBT Ally Training	January 2014
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LANGUAGE

Native Spanish Speaker