

# DIANE AKPOVWA



**PORTFOLIO:** <https://www.dianeakpovwa.com>

Scan me for portfolio

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## SKILLS

- **Communications & Operations:** Project & workflow management; cross-functional coordination; editorial planning; stakeholder communication; content production; copyrighting
- **Design & Product:** Figma; wireframing & prototyping; UX research; information architecture; accessible design
- **Technology:** Java; HTML; CSS; JavaScript; SQL; Git/Version Control; WordPress; Virtual & Augmented Reality platforms; Adobe Creative Cloud

## LEADERSHIP EXPERIENCE

**VALLEY Magazine | Creative Director | University Park, PA** Jan 2023 – Present

- Oversaw the **end-to-end design lifecycle** for a university-wide publication across print, digital, video, and social platforms, ensuring brand consistency and high-quality execution, directing **36-multi channel photoshoots**.
- Built operational systems (trackers, calendars, documentation, recurring check-ins) to streamline workflows and improve cross-team alignment and productivity.
- Managed **cross-functional business and creative teams** composed of over 150+ photographers, designers, videographers, print writers, and PR collaborators, delegating tasks and ensuring adherence to production timelines; utilized **project management tools** and agile workflows to streamline operations and create sustainable business practices.
- Supported external-facing storytelling initiatives, including a collaboration with **Warner Bros.** to promote a major film release to a large, student-based audience.

## PROFESSIONAL EXPERIENCE

**Centre Film Festival | Web & Virtual Reality Specialist | State College, PA** Sept 2024 – Nov 2025

- Pioneered and spearheaded a **Virtual Reality Showcase** through research, implementing VR integrations to improve engagement; consulted with the Tribeca Film Festival on technical feasibility and increased competency with XR technology.
- Oversaw development of a **Bingo engagement app** with clear product requirements, coordinating technical execution.
- Developed a sustainable festival archive, cataloguing over **3,000 assets** on an **Airtable Database**; updated and refined the website home page using UX principles to improve readability, clarity, and stakeholder alignment.

**PSU Center for the Performing Arts | Marketing & Engagement Assistant | University Park, PA** Jun 2025 – Present

- Support marketing and engagement initiatives tied to a wide range of performances, from large-scale productions to children's workshops, coordinating logistics and messaging across audiences.
- Produce audience-facing **digital assets** aligned with brand guidelines to support event launches and increase social media engagement; copyrighting for events and liaising with external Agents and internal teams for accurate communications.

**BRIDGE | UI/UX Intern | San Bernardino, California** July – Nov 2023

- Conducted qualitative research with **25 stakeholders**, synthesizing insights to inform design decisions.
- Created interactive prototypes in **Figma** and **FlutterFlow** to improve cross-team communication and alignment.

## PROJECT WORK EXPERIENCE

**Penn State University | Virtual Reality Art Gallery | Developer | University Park, PA** Jan – Apr 2025

- Designed and developed an immersive VR experience for Meta Quest 2 headsets, leveraging **Spatial.io** and **Adobe Aero** to integrate interactive **Augmented Reality (AR)** components; demonstrated proficiency in **XR development**, **cross-platform integration**, and user experience (**UX**) design to deliver a high-impact, tech-forward art exhibit.

**Penn State University | Community Wall | Developer & UX Designer | University Park, PA** Jan – May 2023

- Built a full-stack web application for museum attendees by converting **Figma** wireframes into a fully functional prototype using HTML, CSS, and JavaScript, including server-side CRUD functionality.

## EDUCATION

**The Pennsylvania State University, University Park, PA** Expected Graduation: **May 2026**  
Major: Bachelor of Science in Human Centered Design and Development GPA: 3.87/4.0  
Minor: Art History Certificate: Museum Studies **Dean's List** – 7/7 semesters