

SANDI BANCOD

Dallas, Texas

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SUMMARY

Creative professional with a foundation in UX/UI design and marketing operations. Experienced in optimizing workflows, collaborating across teams, and supporting user-centered solutions that balance business and brand goals. Curious, adaptable, and always eager to learn new tools and approaches.

SKILLS

Softwares/Platforms: Figma, Adobe Suite, Microsoft Office, Google Workspace, Monday, Wrike, Trello, Notion, Canva, Capcut, Hubspot, Facebook, Instagram, Flodesk, Basecamp, OpenArt, Claude

Technical Skills: Visual Design, User Research, Information Architecture, Wireframing, Prototyping, Usability & Accessibility, Collaboration, Problem-Solving, Organization, A/B Testing, Content Strategy, Project Management, Content Creation, Analytics Reporting, AI Prompt Engineering

RELEVANT EXPERIENCE

Marketing Operations Specialist | 2025 - *Current*

CEC Entertainment – Irving, TX

- Serves as a liaison between brand marketing and creative design teams to improve alignment across campaigns.
- Primary designer supporting web and digital touchpoints for digital marketing initiatives.
- Supports national brand campaigns through creative production and digital asset coordination.
- Organizes content systems and workflows to support campaign execution.

Creative Operations Specialist | 2024 - 2025

CEC Entertainment – Irving, TX

- Streamlined the creative brief process by implementing Wrike, improving collaboration and efficiency.
- Collaborated closely with the creative director and vendors to plan and execute commercial shoots.
- Managed creative budget, invoices, and vendor coordination.
- Designed graphics for digital initiatives and projects as needed.
- Leveraged AI design tools (OpenArt) to develop characters and support environmental design for the Adventure World store launch.

Social Media Strategist | 2022 - 2024

WAY Social Media Marketing Agency

Manages client accounts by fostering client relationships and completing client processes, including creating content strategies, designing graphics, editing photos/videos, scheduling content, and proactively engaging to build brand awareness.

ADDITIONAL EXPERIENCE

Production Assistant & Social Media Content Creator

Elevate Life (Volunteer)

- Assists the social media manager with content creation, focusing on Instagram reels aligned with the brand and artistic direction.
- Shoots and edits photography for services and special events
- Serves as production assistant for live productions

EDUCATION

UX/UI Design Certificate: University of Texas, Austin, TX

A 24-week intensive program focused on gaining skills in design thinking, product management, user interface design, and web design.

Foundations of Digital Marketing Certificate: Google Coursera

Google Digital Marketing & E-commerce Certificate, covering foundational strategies in SEO, SEM, content marketing, social media, and analytics to drive digital growth and e-commerce success.

Social Media Marketing Certificate: Hubspot Academy

Social Media Marketing Course, covering strategies for content creation, audience engagement, and ROI measurement for social media management and strategy development.

Bachelor's in Leadership and Biblical Studies: Elevate Leadership Institute, Frisco, TX