

# LESLIE FORMAN

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## MULTILINGUAL MARKETER & USER EXPERIENCE DESIGNER

Powered by entrepreneurial spirit and 8+ years of global experience, I can help you sell your biggest ideas. I make technical concepts accessible through precise questions, interactive examples, and remarkable stories. As a teacher of entrepreneurship with a focus on design thinking, I've used a wide range of tools to navigate ambiguity and facilitate understanding. My background is diverse: I've collaborated with global startups, taught business courses at the university level, written for multinational companies, and more — in Chile, China and California.

## KEY SKILLS

**User Experience Design:** Stakeholder interviews, contextual inquiry, digital and physical prototypes, testing.

**Writing & Editing:** 5 years of Wordpress blogging experience. Published on Forbes, The Muse, LinkedIn, etc.

**Social Media:** Solid following on Twitter (2000+ followers), LinkedIn (1000+ followers), Facebook, SlideShare.

**Content Strategy:** Strong understanding of content, lead generation, engagement and growth.

**Public Speaking:** Lectures, workshops, guiding colleagues and clients in content creation and delivery.

**Languages:** Spanish (near-native), Mandarin (conversational).

## PROFESSIONAL EXPERIENCE

### User Experience Design Immersive Student at General Assembly

*San Francisco, CA: 2014*

**Bridgecrest Medical:** Collaborated with early-stage startup on employee health and safety solutions for mining and oil & gas companies, through the strategic integration of mobile and wearable technology. Created strategy, user flows and wireframes for company's first employee portal.

**Scholastic:** Group project to encourage reading outside of school. Surveyed students, interviewed experts, tested prototypes. Designed ReadLeader, an iPad application that features chapter-specific games and conversation spaces where readers can share selfies, videos and more.

**Dynamic Warm-Up Guide:** Created digital solution for a classmate's challenge: "How might a solo pre-run routine be as engaging and effective as the warm-up ritual in your favorite exercise class?"

### Entrepreneurship Instructor & Bilingual Communications Specialist

*Santiago, Chile: 2011-2014*

**Universidad del Desarrollo:** Launched university's first Social Entrepreneurship course, resulting in an evaluation of 92/100, compared with average of 76/100 for comparable courses. Taught Entrepreneurship & Leadership, a required introductory class in Spanish that challenges students to practice entrepreneurial leadership skills (brainstorming, user research, prototyping, business models, etc.)

**Start-Up Chile:** Participated in Round 1 of government-backed accelerator as part of solar energy team.

**Ministry of Economy:** Translated *National Innovation Policy 2010-2014* from Spanish to English to communicate Chile's pioneering innovation system to the world.

**Manpower:** Designed and delivered e-Commerce course for business students, resulting in enthusiastic curiosity about global entrepreneurship and increased confidence in online tools.

**ReForce Communications:** Provided global perspective and bilingual polish to interdisciplinary design agency.

**Various Early-Stage Startups:** Served as interpreter, editor and presentation coach to entrepreneurs from Chile, China, Ireland and the United States building startups in the biotech, environmental and mining fields.

## Copywriter & Corporate Trainer

*Beijing, China: 2008-2011*

**Argus Media:** Advised commodities reporters on how to narrate market fluctuations for global audience.

**Bayer Material Science:** Authored series of newsletters to motivate employees in China, Korea and Germany.

**China Sinda Intellectual Property:** Coached senior patent attorneys in advanced conversational English, to maximize international client work and keynote presentations.

**Hutchison Port Holdings:** Created multinational logistics company's first Corporate Social Responsibility Report to present achievements in energy efficiency and labor relations to Chinese government stakeholders.

**Lenovo:** Wrote advertisements to generate demand in emerging markets through a multinational agency.

**Suzlon Energy:** Designed industry-specific English curriculum for wind turbine engineers.

**Wokai:** Led marketing for non-profit that pioneered peer-to-peer microfinance in China. Grew blog subscriptions by 300% and grew referral traffic by 50% over six months by creating content and managing distribution.

## Associate Account Manager at Papilia

*San Francisco, CA: 2008*

Provided training and support to non-profit organizations using online fundraising platform.

## Corporate Social Responsibility Intern at American Chamber of Commerce

*Shanghai, China: 2007*

Planned events, wrote articles and taught workshops to promote social and environmental innovation. Contributed to a handbook of best practices which the Chamber published in 2009.

## Foreign Expert at Jiaxing University

*Jiaxing, China: 2006-2007*

Taught Oral English classes to 600 students. Developed interactive lessons featuring costumes, music and household objects to build speaking skills and promote cultural awareness.

## PRESENTATIONS & WORKSHOPS

**How to Figure Out What Your Customers Need.** Chilean Entrepreneurs' Association (ASECH). 2014.

**Redesign Your Work on One Page: The Business Model Canvas.** Santiago Chamber of Commerce. 2013.

**How Silicon Valley Became the World's Leading Entrepreneurial Center.** Iquique, Chile. 2013.

**Extreme Makeover: Pitch Edition.** Iquique, Chile. 2013.

**The New Triple Frontier: China, Chile & California.** Various audiences via Start-Up Chile. 2011.

## EDUCATION

### Pontificia Universidad Católica de Chile

**Diploma in Creativity and Innovation through Design, Engineering and Business, 2012.** Six-month course on Creativity, Design Thinking, Ethnography, Negotiation and Product Design. Earned award for enthusiastic participation.

### University of California, Berkeley

**B.A. Latin American Studies, 2006.** Coursework included Social Entrepreneurship, Interdisciplinary Environmental Studies, Controlling Processes. Full-Year Academic Exchange in Chile. 3.76 GPA.