



Mitchell Greco

ux content strategist / storyteller / problem solver

www.mitchellgreco.com/portfolio

SUMMARY

With roots in producing and directing live theatre, I'm no stranger to collaboration, problem solving and adapting on the fly, and approaching a challenge from many different angles to achieve the best possible outcome. Stuff that "churns my butter": a killer opening number, catharsis, and my dog Clyde.

EXPERIENCE

Associate Artistic Director/Artistic Associate, Stages

July 2011 - Present

Support of Artistic Program

I provide support to artistic programs, including research, artist engagement, relationships with agents and licensing houses, program selection, casting and staffing

Communication of Artistic Program

In the time I've held these roles, I've curated, drafted, and tested marketing emails targeted to the theatre's community of subscribers, single-ticket buyers, donors, and volunteers to sell and promote upcoming and ongoing programming, as well as arranged dramaturgical information about productions, press tickets, press photos and interviews with artists with the marketing and public relations team

Freelance Theatrical Director/Choreographer

October 2011 - Present

Auditions and casts actors; assembles and oversees the production team; provides design directives, leads rehearsals and manages production schedules of the project to ensure that all moving parts connect

EDUCATION / SKILLS & CERTIFICATIONS

<i>Enterprise Design Thinking Practioner</i>	IBM	May 2022
<i>Foundations of User Experience (UX) Design</i>	Google/Coursera	April 2022
<i>Start the UX Design Process: Empathize, Define, and Ideate</i>	Google/Coursera	May 2022
<i>Build Wireframes and Low-Fidelity Prototypes</i>	Google/Coursera	May 2022
<i>Conduct UX Research and Test Early Concepts</i>	Google/Coursera	In Progress

Adobe Suite (Photoshop, InDesign, Illustrator, Premiere Pro, After Effects)

Google Suite (Docs, Sheets, Slides)

Figma

CSS/HTML/Javascript (Basic)

Content strategy

User-centered design

Information architecture

Bachelor of Fine Arts (BFA) in Musical Theatre from Sam Houston State University, Magna Cum Laude