

CEDU OCSON

Digital Strategy | Digital Operations | Web Experiences | UX | Event Technology

Contact Information

- ceduocson@gmail.com
- (909) 569-8920
- ceduocson.com

LINKEDIN | **PORTFOLIO**

Portfolio Password: CO2026

CEDU OCSON

Digital Strategy | Digital Operations | Web Experiences | UX | Event Technology

PROFESSIONAL SUMMARY

Digital leader with 15+ years of experience leading strategy, production, and delivery of digital experiences for Fortune 500 organizations across healthcare, medical device, finance, and technology. Proven success building high-performing teams, improving digital operations, and delivering enterprise websites, digital experiences, CMS platforms, event-based technology, and integrated marketing solutions.

CAREER HIGHLIGHTS

- Built and scaled the Digital Experience department at Simple Science, establishing workflows, production standards, and cross-functional processes.
- Led digital initiatives for Fortune 500 clients including Stryker, Abbott, Boeing, Dexcom, Beckman Coulter, Zimmer Biomet, Qualcomm, KKR, PIMCO, and Verizon.
- Directed multidisciplinary teams across UX, Design, Development, Production, Project Management, and Quality Assurance.
- Delivered enterprise websites, CMS implementations, email campaigns, marketing material, interactive digital experiences, event-based technology, and virtual/on-site experiences.
- Partnered with executive stakeholders to transform business objectives into scalable digital solutions.

CORE COMPETENCIES

Digital Strategy • Digital Experience • Digital Operations • Creative Leadership • Team Leadership • Cross-functional Leadership • UX/UI • Web Development • CMS Platforms • Digital Transformation • Process Improvement • Project Delivery • Client Strategy • Event Technology • Marketing Automation • Quality Assurance & Production

TECHNICAL EXPERTISE

CMS & Platforms

Webflow • WordPress • Shopify • Adobe Experience Manager (AEM) • Veeva CRM • Drupal • Contentful

Front-End Development

HTML5 • CSS3 • JavaScript • Bootstrap • jQuery • REST APIs • Responsive Design • WCAG Accessibility

Design & UX

Figma • Adobe Creative Cloud • Photoshop • Illustrator • After Effects • Premiere Pro • Miro • Wireframing • Design Systems

Marketing Technology

Google Analytics • Google Tag Manager • HubSpot • Salesforce • Marketing Automation • Email Development • SEO

Event Technology

Registration Platforms • Virtual & Hybrid Events • Event Production • Event Websites • Interactive Experiences

Project Management & Collaboration

Monday.com • Jira • Slack • Microsoft Teams • Google Workspace • Notion

EDUCATION/CERTIFICATIONS

De La Salle University

Bachelor of Arts: Multimedia Arts (2005-2008)

Adobe Experience Manager - Certified Professional (Developer)

Adobe Creative Cloud - Certified Professional

CEDU OCSON

Digital Strategy | Digital Operations | Web Experiences | UX | Event Technology

PROFESSIONAL EXPERIENCE

Simple Science: Director, Digital Experience (2022–Present)

- Lead the Digital Experience department, overseeing strategy, planning, and delivery across web, event technology, CMS, email, and interactive experiences.
- Direct multidisciplinary teams spanning UX, Design, Development, Production, QA, and Project Management.
- Partner with Fortune 500 organizations to deliver enterprise digital solutions supporting global events and marketing initiatives.
- Establish scalable workflows, production standards, and quality assurance processes that improve delivery and collaboration.
- Recruit, mentor, and develop digital talent while driving operational excellence.

Simple Science: Senior Manager & Producer, Digital Technologies (2021-2022)

- Lead enterprise websites, event platforms, and digital campaigns.
- Manage cross-functional teams from discovery through launch.
- Develop project plans, timelines, budgets, and delivery strategies.
- Improve production workflows and quality assurance processes.

Simple Science: Senior Designer, Integrated Design & Production (2019-2021)

- Design and develop responsive websites, landing pages, and digital experiences.
- Support CMS implementations and front-end development.
- Create reusable design systems and production standards.

Simple Science: Graphic Designer (2016-2019)

- Design digital campaigns, websites, presentations, and marketing collateral.
- Support branding initiatives for healthcare and corporate clients.

Other Previous Experience

- Creative Director & Digital Consultant - Freelance (2008-2026)
- UX/UI Designer & Digital Designer – FRSport (2015-2016)
- UX/UI Designer & Front-End Developer – Steam Distribution / Starbuzz Tobacco (2014-2015)
- UX/UI Designer – Counterintuity (2012-2014)
- Lead Designer – Promotion Exchange, Los Angeles (2011-2012)
- Digital Designer & Web Developer – J&S Surf (2009-2011)
- Graphic Designer – Grey Group (2008-2010)

SELECTED ENTERPRISE CLIENTS

Healthcare & Medical

Stryker, Abbott, Dexcom, Zimmer Biomet, Beckman Coulter, Leica Biosystems, Medline, Pfizer, Edwards

Finance

KKR, PIMCO, Capital Group, Experian

Technology

Boeing, Qualcomm, Rackspace, Verizon

Automotive

Toyota, Hyundai, Mazda, Hagerty, Luftgekult, Speedhunters

Retail

Flexfit, Jacques Marie Mage, Lululemon, Free City, Moussy