

# Joni Gutierrez, Ph.D.

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## Profile

Creative Tech Leader and Human-AI Collaboration Strategist with proven track record in education, multimedia, and marketing communications. Thrives in fast-paced environments, leveraging a comprehensive skill set in artificial intelligence, research, project management, content creation, and strategic marketing to drive team success. Committed to lifelong learning, with extensive teaching and research experience across multidisciplinary programs and initiatives, consistently goes the extra mile to foster a culture of continuous improvement.

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## Skills

Artificial Intelligence  
Generative AI  
Prompt Engineering  
Data Analytics  
Machine Learning  
User Experience (UX) Design  
Research

Project Management  
Stakeholder Engagement  
Training & Teaching  
Creative Strategy  
Marketing Communications  
Leadership  
Content Creation

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## Work Experience

**Creative Director & Human-AI Collaboration Strategist**  
**Dr Joni Multimedia, LLC (Self-employed)**  
**August 2020 - Present**

### **AI ADOPTION WORKSHOPS, RESEARCH, AND CONSULTANCY**

- Conducted workshops on responsible AI adoption, empowering teams to use AI ethically and efficiently, complementing human capabilities.
- Explored AI's ethical implications, fostered responsible data usage, and leveraged AI to enhance productivity by integrating human creativity.
- Provided tailored consultancy services, guiding organizations in AI integration, ensuring compliance, and maximizing AI benefits while minimizing risks.

## Work Experience

### CONTENT CREATION AND BRANDING

- Led the creation of engaging web series such as "Film 101" and "The Protocol of Awakening," producing compelling content that strategically enhances the brand's digital presence.
- Conceptualized and executed creative ideas that resonate with the audience, significantly elevating the brand's visibility across various digital platforms.
- Published the newsletter "Human-AI Alchemist," available on LinkedIn and the blog, exploring how AI can enhance and expand human capabilities, fostering a transformative synergy that leads to innovation.

### **Digital Equity Technology Specialist** **Evergreen Goodwill of Northwest Washington** **May 2023 - June 2024**

### TECH ADMINISTRATION AND DATA-DRIVEN DECISION MAKING

- Managed and tracked over 1,500 devices across Job Training and Education (JTE) Centers and programs.
- Reduced unaccounted devices from 45.97% to 0% for laptops and from 22% to 0% for hotspots by implementing weekly tracking reports.
- Built strong relationships with JTE Center Managers and Technology Points of Contact (POCs), ensuring accountability and prompt issue resolution.
- Leveraged data analytics to inform hardware allocation and optimize the tech lending library.

### INVENTORY OPTIMIZATION, RESEARCH, AND COST SAVINGS

- Streamlined hotspot inventory, deactivating 200 devices and saving \$41,082 on the first run.
- Established a robust tech lending library and community gifting inventory based on thorough research and understanding of unique workplace cultures across five counties in Western Washington.
- Ensured efficient tech distribution, adapting to the evolving needs of students and the wider community.

## Work Experience

### MARKETING COMMUNICATIONS INITIATIVES

- Led marketing and branding for the Digital Equity Team, creating multimedia materials and coordinating strategies to enhance initiative visibility and impact.
- Tailored efforts to support Job Training and Education (JTE) Centers and the Digital Equity Bus (DEB).

### EDUCATIONAL TECHNOLOGY AND AI TRAINING

- Conducted workshops and training sessions on leveraging educational technology and AI to enhance digital literacy programs.
- Empowered staff to use AI ethically and efficiently, fostering a culture of responsible data usage and enhancing productivity by integrating AI with human creativity.

### **Assistant Professor of Film & Media Studies University of the Philippines – Tenured Faculty Member November 2010 - August 2013; September 2017 - May 2018**

### TEACHING, RESEARCH, AND EXTENSION WORK

- Developed and executed a diverse film and media studies curriculum, teaching courses such as:
  - Film 100 (Introduction to Film)
  - Film 102 (History of Philippine Cinema)
  - Film 103 (History of World Cinema)
  - Film 106 (National Cinemas)
  - Film 130 (Film Genres)
  - Film 131 (Narrative Film)
  - Film 133 (Experimental Film)
  - Film 158 (Directing)
  - Comm 130 (Communication and Media Theories)
  - Film 200 (Bachelor's Thesis)
  - Film 220 (Advanced Documentary Film Production)
  - Media 220 (Media Literacy)
  - Film 290 (Historical & Critical Research Methods in Film)
  - Film 300 (Master's Thesis)
  - Film 10 (Art of Film - General Education Course)
  - Film 12 (Philippine Film Appreciation - GE Course)
- Mentored students in research and practical projects, fostering critical thinking and creativity in multimedia.
- Conducted research delving into various aspects of film and media studies, advancing knowledge in the field and preparing students for careers in film and media.
- Engaged in substantial committee work on diverse initiatives and contributed significant community service through extension work beyond the university setting.

## Work Experience

**Research & Teaching Assistant – Communication & Film**  
Hong Kong Baptist University  
September 2013 - August 2017

### ACADEMIC SUPPORT AND RESEARCH COORDINATION

- Developed and delivered course materials for undergraduate and graduate programs, fostering student understanding.
- Provided personalized academic support through tutoring, feedback, and research guidance.
- Conducted and coordinated research activities, contributing to high-quality publications.
- Gained expertise in academic publishing and project management, enhancing research skills in film studies.
- Assisted in organizing and facilitating academic conferences and events, fostering scholarly exchange and networking opportunities.

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## Education

**Ph.D. Communication & Film**  
Hong Kong Baptist University

**M.A. Film & Media Studies**  
University of the Philippines

**B.A. Psychology**  
University of the Philippines

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## Portfolio

**Official Website**      [www.JoniGutierrez.com](http://www.JoniGutierrez.com)

**LinkedIn Profile**      [joni-gutierrez-phd](https://www.linkedin.com/in/joni-gutierrez-phd)

**Indeed Resume**      <https://profile.indeed.com/p/jonig-j7skt8c>

## Projects

### AI Essentials Workshop Series

I designed and conducted the AI Essentials Workshop Series at Evergreen Goodwill of Northwest Washington, aimed at empowering organizations to harness AI responsibly. Building on the success of our introductory workshop on Responsible AI Adoption and Effective Usage of Microsoft Copilot, which highlighted staff interest in using AI to boost workplace productivity, this program addressed the evolving AI landscape.

Key Contributions:

- **Workshop Designer and Lead Facilitator:** Led the planning, organization, and execution of this series, leveraging expertise in adult learning, instructional design, and AI literacy.
- **AI Literacy Expert:** Developed and delivered engaging training sessions on various AI tools, including Microsoft Copilot, ensuring participants had a solid foundation for responsible AI adoption.
- **Hands-On Training Specialist:** Designed and conducted interactive training sessions, enabling participants to master AI capabilities, generate content, conduct research, and collaborate effectively.
- **Responsible AI Ambassador:** Emphasized ethical considerations, data privacy, and safety measures, promoting a culture of responsible AI usage and human-AI collaboration.
- **Community Builder:** Fostered a supportive environment through Q&A and sharing sessions, encouraging participants to share experiences, challenges, and successes.

This workshop series significantly enhanced participants' AI literacy, equipping them with the skills and knowledge necessary to navigate the evolving AI landscape and ensuring responsible AI adoption in their digital literacy classes and communities.

### Digital Equity Bus (DEB) Initiative

Evergreen Goodwill of Northwest Washington's Digital Equity Bus (DEB) Initiative stands at the forefront of bridging the digital divide for underserved communities in Northwestern Washington. Through a state-of-the-art mobile classroom, the DEB brings vital digital literacy education and resources, including laptops and hotspots, directly to those most in need, fostering digital inclusivity.

Key Contributions:

- **Technology Integration Expert:** I leveraged extensive tech expertise to transform the DEB into an optimal learning environment. This initiative ensured that participants not only acquired practical digital skills but also gained access to crucial technological resources, effectively narrowing the digital divide.
- **Direct Community Engagement:** As the lead educator and facilitator, I provided hands-on support in digital literacy, job readiness, and application processes. My role was instrumental in empowering community members to confidently navigate and thrive in today's digital-centric job market.
- **Strategic Program Design:** As part of the Digital Equity Team, I contributed to designing comprehensive and inclusive digital education programs. Our range of community activities, including a Job Readiness Lab, Open Computer Lab, and Basic Computer Workshops, was developed with innovative strategies to specifically address the needs of marginalized communities.
- **Partnership Development:** I successfully nurtured key partnerships with local organizations, notably Sno-Isle Libraries in Marysville. These partnerships significantly extended the initiative's reach and enhanced its impact, ensuring broader community benefit.

This initiative has not only improved digital literacy among community members but also provided them with a solid foundation for future success in an increasingly digital landscape.

## Certificates Earned: AI

### **GENERATIVE AI ESSENTIALS: OVERVIEW AND IMPACT** - Course Authorized by University of Michigan — Coursera — June 2024

- Learn how generative AI works
- Explore the benefits and drawbacks of generative AI
- Learn how generative AI can integrate into our daily lives

### **FUNDAMENTALS TO BECOME A MACHINE LEARNING ENGINEER** — LinkedIn Learning Path — July 2024

- Artificial Intelligence Foundations: Thinking Machines
- Artificial Intelligence Foundations: Machine Learning
- Machine Learning with Python: Foundations
- Deep Learning: Getting Started
- Deep Learning: Model Optimization and Tuning
- Reinforcement Learning Foundations
- Training Neural Networks in Python

### **UNDERSTANDING AI FOR CREATIVE PROFESSIONALS** — LinkedIn Learning Path — June 2024

- Introduction to Artificial Intelligence
- What Is Generative AI?
- Building Career Agility and Resilience in the Age of AI
- Ethics in the Age of Generative AI
- Generative AI Imaging: What Creative Pros Need to Know
- Generative AI for Digital Marketers
- Integrating Generative AI into the Creative Process

### **GOOGLE AI ESSENTIALS** — Coursera — May 2024

- Use generative AI tools to help develop ideas and content, make more informed decisions, and speed up daily work tasks.
- Write clear and specific prompts to get the output you want. You'll apply prompting techniques to help summarize, create tag lines, and more.
- Use AI responsibly by identifying AI's potential biases and avoiding harm.
- Develop strategies to stay up to date in the emerging landscape of AI.

### **MACHINE LEARNING INTRODUCTION FOR EVERYONE** - Course Authorized by IBM — Coursera — April 2024

- Compare and contrast artificial intelligence, machine learning, and deep learning.
- Explain the machine learning models development lifecycle.
- Differentiate between supervised and unsupervised machine learning.
- Evaluate classification models using metrics such as accuracy, confusion matrices, precision, and recall.

### **BUILD YOUR GENERATIVE AI PRODUCTIVITY SKILLS WITH MICROSOFT AND LINKEDIN** — Microsoft Professional Certificate — April 2024

- Introduction to Prompt Engineering for Generative AI
- AI Productivity Hacks to Reimagine Your Workday and Career
- Generative AI Skills for Creative Content: Opportunities, Issues, and Ethics
- Copilot in PowerPoint: From Prompt to Presentation
- Excel with Copilot: AI-Driven Data Analysis

## Certificates Earned: AI

### **RESPONSIBLE AI FOUNDATIONS** — LinkedIn Learning Path — March 2024

- Foundations of Responsible AI
- Ethics in the Age of Generative AI
- Responsible AI: Principles & Practical Applications
- AI Accountability: Build Responsible and Transparent Systems
- The State of AI & Copyright
- Introduction to AI Governance

### **BUILD AI APTITUDE AS A SENIOR MANAGER** — LinkedIn Learning Path — February 2024

- AI Challenges and Opportunities for Leadership
- Generative AI and Workplace Transformation
- Build AI Aptitude in Your Organization as a Leader
- Integrating Generative AI into Business Strategy
- Artificial Intelligence Case Studies in Different Business Industries
- Responsible AI to the Rescue

### **DEVELOP YOUR PROMPT ENGINEERING SKILLS** — LinkedIn Learning Path — January 2024

- Introduction to Prompt Engineering for Generative AI
- Prompt Engineering: How to Talk to the AIs
- Mitigating Prompt Injection and Prompt Hacking
- AI Show: The Basics of Prompt Engineering with Azure OpenAI Service
- Excel and ChatGPT: Data Analysis Power Tips
- Advanced Prompt Engineering Techniques

### **APPLYING GENERATIVE AI AS A BUSINESS PROFESSIONAL** — LinkedIn Learning Path — January 2024

- Generative AI for Business Leaders
- How to Research and Write Using Generative AI Tools
- Introduction to Prompt Engineering for Generative AI
- How to Boost Your Productivity with AI Tools
- Midjourney: Tips and Techniques for Creating Images

### **CAREER ESSENTIALS IN GENERATIVE AI BY MICROSOFT AND LINKEDIN** — Microsoft Professional Certificate — January 2024

- What Is Generative AI?
- Generative AI: The Evolution of Thoughtful Online Search
- Streamlining Your Work with Copilot (formerly Bing Chat/Bing Chat Enterprise)
- Learning Microsoft 365 Copilot
- Ethics in the Age of Generative AI
- Introduction to Artificial Intelligence

### **LINKEDIN'S AI ACADEMY** — LinkedIn Learning Path — January 2024

- AI-100-1 (Demystifying AI)
- AI-100-2 (Supervised Learning with Neural Networks)
- AI-100-3 (Scaling AI at LinkedIn)

### **INTRODUCTION TO ARTIFICIAL INTELLIGENCE (AI)** - Course Authorized by IBM — Coursera — February 2024

- Describe what is AI, its applications, use cases, and how it is transforming our lives.
- Explain terms like Machine Learning, Deep Learning, and Neural Networks.
- Describe several issues and ethical concerns surrounding AI.
- Articulate advice from experts about learning and starting a career in AI.