

Alain Kabongo

Sr. Digital Content Manager

📞 Tel: (732) 670-3707 ✉ Email: alainkbg@gmail.com

PROFESSIONAL SUMMARY

Strategic Digital Leader with 15+ years of experience designing scalable digital products and brand ecosystems.

Expert in integrating human-centered design with AI-powered workflows to optimize content operations and brand expression. Proven track record in unifying complex digital identities for enterprise clients and managing cross-functional teams in Agile environments.

CORE COMPETENCIES

- Strategy & Leadership: Digital Content Strategy, Brand Governance, Stakeholder Management.
 - AI & Innovation: LLM Prompt Engineering, Generative AI Workflows (Text/Image), Output Validation.
 - UX/UI Architecture: Information Architecture (IA), Design Systems, Responsive Patterns, Figma/Adobe CC.
 - Digital Operations: Enterprise CMS (WordPress), SEO/Analytics, QA Regression Testing, Lifecycle Management.
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PROFESSIONAL EXPERIENCE

Lead UI/UX & Web Designer | PC & Network Friends Co. | 2008 – Present

- Brand Integration & Unification: Managed end-to-end digital branding and website ecosystems for diverse clients, including Maurizio's Ristorante and multiple hospitality groups, ensuring 100% brand consistency across digital and physical touchpoints.
- AI-Enhanced Operations: Developed proprietary LLM-based workflows to transform raw client drafts into brand-consistent marketing copy, reducing content turnaround time and manual rebuilds.
- Scalable Architecture: Designed responsive UX patterns and content models for 14+ years, streamlining site updates and reducing long-term maintenance costs for small-to-midsize enterprises.
- Managed client relationships, technical support, and SEO/UX best practices.

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Web Development QA Tester (Consultant) | NielsenIQ | 2023

- Collaborated with engineering and marketing teams to validate and improve web applications within Agile/Scrum delivery workflows.
- Authored regression test plans and updated high-traffic WordPress pages to boost performance and functional stability.

Sr. Digital Content Manager | Diversified | 2014 – 2020

- Enterprise Signage: Programmed and maintained digital signage across 20,000+ endpoints, including large-scale outdoor displays for Fortune 1000 clients in banking and retail.
- Multi-Platform Design: Built touchscreen applications and pixel-mapped LED layouts, ensuring seamless visual expression across non-traditional digital platforms.

TECHNICAL SKILLS

- AI Tools: Google AI Essentials, Gemini/LLM Prompting, Generative Image Editing.
 - Software: Figma, Adobe Creative Suite, Jira, Salesforce, Zendesk, MS Office.
 - Web: HTML5, CSS3, WordPress/cPanel, SEO, Google Analytics, XML.
 - Languages: Fluent French; Intermediary Italian.
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EDUCATION AND CERTIFICATIONS

- Google – AI Essentials Specialization Certification | 2026
- Google – AI Professional Certification | 2026
- Google Ads – Measurement Certification | 2024
- Cisco Certified Network Associate (CCNA) | Rutgers University – New Brunswick, NJ | 2002
- Telecommunications Engineering | Capitol Technology University – Laurel, MD | 1997–1999