

Aaron J Legaspi

A Digital Product / Brand Designer seeking to bridge the gap between users and businesses. I believe design is a delicate balance between holistic strategic thinking and empathetic artistry. As a strategic creative, I enjoy the complexities of designing for scale and designing for unique individuals. I find satisfaction in finding elegant solutions which delight people at its core.

Education

Bachelor of Arts in Interactive Arts & Technology (Design)
Simon Fraser University
Expected Graduation: June 2020

Citation in Computer Aided Design & Drafting
Kwantlen Polytechnic University 2014

Competencies

Design	Technical
Branding	Adobe CC
Content Strategy	Sketch
Visual Design	Figma
User Research	Principle
Wireframing	HTML5 / CSS
Prototyping	Processing & Arduino (Java)

Work Experience

Lighter Footprint App

UX & UI Design, Front-End Development — Fall 2019
Visit: lighterfootprint.org

Launched the first iteration of a web application aiming to help people build sustainable habits for themselves and the planet. In a team of 4, I was responsible for designing user flows, mock-ups, and prototypes for initial user testing, and marketing. In addition, I bridged the gap between design and launch product with the developer by supporting in front-end development.

Harvest Project | Senior Academic Project

UX & UI Design, IxD, User Research — Fall 2018

Worked closely with a local non-profit organization to develop a business strategy to engage more local student volunteers. Resulted in the design of a student leadership program and a community focused app. In a team of 4, I was responsible for project management, conducting user research, and co-leading UX strategy and design. Specific contributions included co-development of the visual direction, UI layouts, interactions, animations, and illustrations.

Ensemble | Senior Academic Project

UX & UI Design, IxD, User Research & Testing — Fall 2019

Designed and proposed a multi-channel music learning platform to bridge independent piano teachers, students and parents together. In a group of 5, I collaborated in establishing the UX strategy and design. My contributions included qualitative user research, designing user journeys, mock-ups, interactive prototypes, weekly slide decks, and creating the final presentation video.

The project was commended by alumni and industry professionals.

Junior Graphic Designer

Etho Communication Design — Summer 2018 to present
Visit: etho.studio

Working closely with the Partners and Designers, and occasionally other suppliers such as printers, web developers, photographers etc. Support in branding and design work including: logos, signage, posters, postcards, business cards, and other print materials, as well as websites, video, animation, and apps. In addition, led the development of the studio portfolio website.

Awards

Entrance Scholarship

Simon Fraser University — \$5000

Award of Academic Excellence

Clayton Heights Secondary — \$1000

Interests

Minimalism

Self-Improvement

R&B, Hip Hop

Playing Guitar

Sketching

Sewing

Bubble Tea

Freelance Designer

Self-Employed — 2017 to present

Work collaboratively with clients through design process to produce genuine, and captivating digital and print media including: personal websites, posters, brochures, and more
Notable Projects include: kulakitchen.ca, stephaniechen.ca

Other Experience

Business of Design Program

Simon Fraser University — 2018 to 2019

Participated in the 1 year program offered at SFU focused on bringing together business and design students to explore entrepreneurship, sustainability and making. A heavy emphasis on creating iterative business prototypes, making for people, and uncovering individual passions.

Graphic Design Lead

Church: Untitled — 2019 to Present

Responsible for co-leading the development and maintenance of the church art direction, as well as supporting the community development of the graphic design team. Weekly deliverables include social media and website assets, slides, posters, and more.

IATOne Representative

IATSU — 2015 to 2016

Acted as the liason between first year student body and the Interactive Arts & Technology Student Union (IATSU) Executive Committee by assisting in the planning of events, and updating the first year Facebook page. Assisted in planning the committee's winter social by creating and organizing the event's main attraction: an annual gift exchange.

Outreach Volunteer

Fleetwood International Church — summer 2014

Worked with a company in Mexico to build a house for a family from scratch and held a summer camp for children and adults which taught biblical stories and creative activities. Helped in leading singing and dance performances which entertained and amused people throughout the trip.