

AARON LEGASPI

A UX / Brand Designer and Front-End Developer seeking to use design to build up individuals and communities. I believe design is a delicate balance between connecting with people and craft. As a strategic creative, I enjoy the complexities of designing for unique individuals as well as for scale. I find satisfaction in finding elegant solutions which delight people.

EDUCATION

Bachelor of Arts in Interactive Arts & Technology (UX Design)

Simon Fraser University — 2015 to 2020

Citation in Computer Aided Drafting & Design

Kwantlen Polytechnic University — 2013 to 2014

COMPETENCIES

Design

Branding
Content Strategy
Visual Design
User Research
Wireframing
Prototyping

Programs

Adobe CC (InDesign, Illustrator, XD, Photoshop, After Effects, Premiere)
Sketch
Figma
Principle

Development

HTML, CSS
Javascript (inc. jQuery)
Liquid
SEO
Shopify, Webflow, Squarespace

Competent In:

SASS
PHP
Wordpress
Github
Web Security (HTTPS / SSL)

WORK EXPERIENCE

Railyard Lab (Dossier Creative)

DESIGN INTERN — SEPT 2020 TO FEB 2021 (EXPECTED END DATE)

Worked on 4 national and local brand and website client projects under Dossier Creative's cohort internship program, Railyard Lab. In a group of 6, I was responsible for brand / creative strategy, design, user testing / research, and web development. In addition, I was also responsible for conducting client meetings, and project management.

Website: railyardlab.com / dossiercreative.com

Freelance

BRANDING, UX, FRONT-END DEVELOPMENT — 2017 TO PRESENT

Working collaboratively with clients through design process to produce genuine, and captivating digital and print media including: brand identities, websites, and other print / digital collateral.

Notable Projects: kulakitchen.ca, croftonwealth.com, stephaniechen.ca

Lighter Footprint App

UX, UI, FRONT-END DEVELOPMENT — 2019

In 6 weeks, beta 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 final product with the developer by supporting in front-end development to ensure developed app met intended UX / UI designs.

Website: lighterfootprint.org

Etho Studio

JUNIOR GRAPHIC DESIGNER, FRONT-END DEVELOPER — 2018 TO 2020

Worked closely with the studio partners, and design team. Design deliverables included: brand identities, websites, advertisements, apps, and more. In addition, led the development of the studio's first portfolio website, and initiated the studio's first case study.

Website: etho.studio

AWARDS

Entrance Scholarship

Simon Fraser University

Award of Academic Excellence

Clayton Heights Secondary

INTERESTS

Minimalism, R&B, Leather-working, Bubble Tea

Ensemble

UX, UI, 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, creating user journey maps, mock-ups, interactive prototypes, slide decks, and creating the final presentation video.

The project was commended by alumni and industry professionals.

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, and sustainability. A heavy emphasis on creating iterative business prototypes, making for people, and uncovering individual passions.

Graphic Design Volunteer

CHURCH: UNTITLED — 2019 TO 2020

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.

Outreach Volunteer

FLEETWOOD INTERNATIONAL CHURCH — 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.