

# Brandon Cespedes

Queens, NY 11372 | [LinkedIn link](#) | (347) 870-1942 | [brandon.cdes@gmail.com](mailto:brandon.cdes@gmail.com)

## WORK EXPERIENCE

### What's Cookin

New York, NY

UI Designer Freelance

04/2021 – 10/2021

- Redesigned landing pages using Figma to create a component library similar to Material UI, present a high fidelity prototype with solutions to improve user experience, and design handoff for the development team to implement the finished designs.
- Collected user research during the usability test, use their pain points to recreate pages such as the profile page that will give users the option to review circles within the community, build network connections, and link their social media accounts.
- Collaborated with the development team by mentioning the importance of visual appearance such as color to add emphasis for the users, typography to display the message, iconography to help users navigate, and white space for hierarchy.

### V.S Graphic Solutions

New York, NY

Vinyl Graphic Installer

02/2018 – 12/2020

- Assisted the vinyl installers to install products, pedestals and plexi displays at Macy's and Bloomingdale's.
- Store fixtures by supporting the brand experience, marketing, and visuals.
- Installed vinyls to floor, logos to distinct areas, and product placement for advertising.

### Borough Manhattan Community College

New York, NY

Math Tutor

03/2015 – 05/2017

- Tutored 25 students one on one basis in a remedial classroom, evaluated students to measure skill progression, and assisted their assignments.
- Identified student's areas of improvement by monitoring their progress and reviewing exams.
- Resulted in 95% improvement which enabled them to register credit college courses.

## RELEVANT COURSE EXPERIENCE

### Typography Masterclass Certificate

New York, NY

UX UI Design Student

08/2021 – 11/2021

- Designed a portfolio, social media post, app, ebook, presentation, and emenu using advanced techniques of typography.
- Planned a style guide to improve readability, legibility, and accessibility for my case studies.

### UX Design Bootcamp

New York, NY

UX Design Student

01/2021 – 04/2021

- Created a case study to help photographers search for best locations in the continent, provide helpful tips on how professional photographers capture photos, and turn photos into high quality using recommended products.
- Collected user research during the usability study to understand real users' pain points, needs, and motivations.

### Motion UI Design Masterclass Certificate

New York, NY

UI Design Student

12/2020 – 01/2021

- Designed interaction prototypes for responsive web designs using advanced techniques on Figma.
- Established best results for a product by using animations, microinteractions, and enhancements to refine the experience.

## EDUCATION

### John Jay College of Criminal Justice

New York, NY

Bachelor of Science in Computer Science, Minor in Accounting, **Cumulative GPA: 3.2/4.0**

08/2017 – 05/2020

**Organization:** Computer Science Society

**Coursework:** Malware Analysis Capstone Project

## SKILLS, TOOLS & INTERESTS

**Skills:** Usability Testing, User Research, User Flow, User Empathy, User Storyboard, Typography, Style Guide, Personas, Wireframe, Low-fidelity, High-fidelity, Prototype, Mockup, Grid System, Competitive Audit, Interaction design, Information Architecture, Collaboration, Visual Design, Visual Communication, Visual Hierarchy, HTML, CSS

**Tools:** Figma, Sketch, Miro, Otter.ai, Principle, Trello, Photoshop, Lightroom, InDesign, Illustrator, After Effects, G-Suite, Microsoft Office, Sublime Text, Visual Studio

**Interests:** I listen to my playlist on Spotify, hear podcasts for the latest UI trends, and play guitar for at least a year with regular lessons and practice.