Elijah Cruzado

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WORK EXPERIENCE

Dentsu   **Aug 2024 – Present**
User Experience Designer   *New York, NY*

- Collaborated with designers to shape end to end user experiences, contributing to an increase in task completion rates across multiple digital products.
- Translated complex product requirements into clear, actionable user journeys, improving engagement by 15% through identification and optimization of key touchpoints across web and mobile platforms.
- Produced and iterated on core UX deliverables such as prototypes and design systems, resulting in a boost in design consistency and improved usability scores in post-launch surveys.

Dentsu   **June 2024 – Aug 2024**
User Experience Intern   *New York, NY*

- Conducted usability testing with target users, identifying key pain points and driving design changes that improved task efficiency.
- Designed wireframes and task flows rooted in user research, aligning interactions with real user behaviors.
- Created and iterated on core UX deliverables, including user flows, prototypes and wireframes to enhance usability and design consistency.

Studio DBC   **June 2019 – Aug 2019**
Brand Design Intern   *New York, NY*

- Developed a sub-brand as part of a dynamic branding system project, resulting in a cohesive visual identity.
- Coordinated brand strategy and executed deliverables across research, visual identity, and application design, aligning with target audience insights and competitor analysis to strengthen brand differentiation.
- Participated in client meetings, effectively communicating brand vision and creative execution.

EDUCATION

Fashion Institute of Technology   **Aug 2020 – May 2024**
Advertising & Digital Design BFA, Communication Design AAS   *New York, NY*

- Minors in Creative Technology, Digital Typography, and Art History
- Deans List / Magna Cum Laude / A&DD Club Treasurer

SKILLS

UX Research, User Testing, Wireframing, Rapid Prototyping, Interaction Design, Visual Design, Design System, Problem Definition, Journey Mapping, Empathy Interviews, User Persona, Affinity Mapping, Ideation

Figma, Adobe Creative Cloud, Miro, Webflow, HTML/CSS, ProtoPie, After Effects, LottieFiles, Blender

AWARDS & RECOGNITION

Creative Conscience Shortlist, Sep 2024
MAIP 2024 Alum, Aug 2024
4A's Foundation Circle of Support Scholarship Recipient, Feb 2024
FIT CT&D Type Design Scholarship 2023, Finalist
Edward R. Wiener Arts Scholarship Award Recipient, May 2020