

Brandon Cespedes

Crafting research-driven, user-centered experiences that deliver impactful, seamless design solutions across digital platforms.

New York, NY
(347) 870-1942
[LinkedIn](#)
[Portfolio](#)
brandon.cdes@gmail.com

WORK EXPERIENCE

NYC Mayor's Office for Economic Opportunity, UX/UI Designer & Researcher

02/2023 - 03/2024

- Redesigned the My File NYC product experience, streamlining the application process for City services and enabling NYC residents to quickly and easily submit vital documents.
- Partnered with executive stakeholders to align project objectives, driving My File NYC adoption among residents and implementing essential services across departments.
- Identified onboarding issues and conducted field studies at the City Intake Center to observe user interactions and assist with signups, resulting in securing over 500 families.

General Assembly, Assistant Instructor

10/2022 - 01/2023

- Taught students to effectively utilize Figma for personal and professional projects, equipping them with practical UX methodologies.
- Encouraged students to identify areas for improvement in existing products, enabling them to apply their skills towards real-world challenges.
- Guided students in designing mockups and user interfaces using design principles to enhance their portfolios.

monday.com Hackathon, Freelance UX Designer

07/2022 - 09/2022

- Designed the winning product for the monday.com Hackathon, enabling employees and managers to combat climate change with quick check-ins and goal tracking, added to the monday.com marketplace.
- Conducted user interviews to identify climate change challenges, leading to feature enhancements, admin view, progress tracking, and quick check-ins.
- Captured feedback from 15+ participants during usability tests, resulting in a product interface that effectively addresses user needs.

Barista Valet, Freelance UX Designer

03/2022 - 06/2022

- Improved navigation from ordering to checkout, streamlining the process and increased purchases of coffee and pastries.
- Collaborated with product managers to optimize an easy-to-use checkout process, leading to an increase in sales for drinks and pastries.
- Addressed user challenges by enabling customers to manage subscriptions and select delivery dates, resulting in a 25% increase in engagement.

SKILLS

Tools & Software

Figma
Optimal Workshop
Google Analytics

Design & Research

Human-Centered Design
Journey Mapping
Accessibility

Usability Testing

Behavioral Analysis

Data Analysis

Data Visualization
Data Manipulation
Data Cleaning

Web Development

HTML
CSS
JavaScript

Education

General Assembly, Certificate of Completion - Data Analytics

John Jay College of Criminal Justice, Bachelor of Science - Computer Science and Information Technology

Volunteer

Techsgiving, UX Tutor
07/2022 - 08/2022