

# Brandon Cespedes

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

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## 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