

# Elijah Cruzado

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## WORK EXPERIENCE

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### Dentsu

*User Experience Designer*

**June 2024 – Present**

*New York, NY*

- Partners with cross functional designers, product managers, and engineers to shape end to end user experiences that align business goals with user needs, driving measurable improvements in task completion across web and mobile products.
- Translates complex product requirements and strategic objectives into intuitive user journeys, identifying high impact touchpoints that increase engagement and reduce friction.
- Contributes to product strategy by defining problem statements, success metrics, and experience principles that guide roadmap prioritization and feature development.
- Develops core UX artifacts including user flows, wireframes, interactive prototypes, and design systems to improve usability and ensure scalable design consistency.
- Lead usability testing sessions with target users, synthesizing insights into actionable design iterations that improve task efficiency and overall user satisfaction.
- Strengthen design operations by standardizing workflows, documenting design decisions, and maintaining system components to improve team velocity and cross functional alignment.

### Furman Roth Advertising

*Digital Designer*

**Sept 2022 – Dec 2022**

*New York, NY*

- Designed digital experiences across web and marketing surfaces, ensuring cohesive brand expression and consistent interaction patterns across touchpoints.
- Led design execution from concept exploration through final production, collaborating cross functionally to align user needs, technical feasibility, and business goals.

### Studio DBC

*Brand Designer*

**June 2019 – Aug 2019**

*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

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### Fashion Institute of Technology

*Advertising & Digital Design BFA, Communication Design AAS*

**Aug 2020 – May 2024**

*New York, NY*

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

## SKILLS

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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

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Certified Scrum Product Owner®, Jan 2026 | 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