

Ruben Cespedes

Senior Product Designer

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610-504-2837

Experience

Dell Technologies

Principal Interactive/Visual Designer | Jul. 2021 - Present, Remote (USA)

- Carry products from concept to development using your abilities to distill complex problems into intuitive, clean, user friendly designs
- Collaborate within a world class multi-discipline and global Experience Design Group
- Develop a Design System for Cloud IQ SaaS Solution as well as UI components and style guides

Stash

Senior Product Designer | Jan. 2021 - May 2021, Remote (USA)

- Help to define and improve the interface and experience of Stash App
- Work with Product Managers and Engineers to iterate on and refine the existing experience
- Design features that fit within the larger experience and flows
- Create deliverables (wireframes, mockups, prototypes, flows, and so on) to communicate ideas

Liquid Interactive

Manager, User Experience Design | 2018 - 2020, Allentown PA

- Develop UI mockups, wireframes and prototypes
- Illustrate design ideas using storyboards, process flows and sitemaps
- Identify and troubleshoot UX problems (e.g. responsiveness).
- Design and conduct usability tests to explore and validate design alternatives
- Communicate with clients to understand their business goals and objectives
- Recommend best approaches for implementation of user experience

Digital Feast

Senior Interactive Designer | 2017 - 2018, Allentown PA

- Designed high-impact, user-centered Web sites with strong emotional appeal
- Code and program web pages, web applications and digital campaign assets
- Translated ui designs from Photoshop into functional, production-ready HTML

Education

B.S. - Graphic Design Class of 2008

The Art Institute - New York, NY

A.A.S. - Digital Media Arts Class of 2006

TCI College - New York, NY

President's List (2X) Dean's List (4X)

Skills

End-to-end Product Design

UI/UX Design

Interaction Design

Visual Design

Wireframing & Prototyping

User Research & Testing

Project Management

Coding

HTML5

CSS3

Javascript

Tachyons

PHP

Tools

Adobe Suite

InVision

Sketch

Marvel App

Figma

Zeplin

Jira

Miro

Things I like:

Camping, Movies (Marvel/DC fanatic)

Anime, Abstract Art, Music

Play with my kiddos & Nature