

Kelvin Esparza
visual/ux designer

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Objective

To provide design solutions that fulfill the needs of the audience alongside an energetic, constructive, and passionate team.

Education

San José State University

August 2016–May 2020
San José, CA
B.F.A Graphic Design

Allan Hancock College

August 2014–May 2016
Santa María, CA
A.A. Graphic Arts

Experience

UX/Visual Designer// International Business Machine (IBM)

February 2020–Present//San José, CA

UX/Visual designer for Db2's Warehouse on cloud and CPD's Operational view team. Under supervision of design leads, I followed IBM's Carbon design system to develop and prototype intuitive user flows and visualize data assets based on user research.

Designer (Pro-Bono)// Design Spectrum + La Cocina

May 2019–May 2020//San Francisco, CA

La Cocina is a San Francisco-based incubator for minority-owned starting restaurants. Under an art director's supervision, my colleagues and I volunteer to execute logos and brand identities for starting businesses. Lead designer for Damansara's visual brand.

Graphic Designer Intern // Transifex

August 2019–December 2019//Los Altos, CA

Transifex is a cloud-based translation management company. Worked in Demand Generation team, to fulfill and expand marketing needs. Designed and updated digital and print assets including banners, booths, events, web design, and interface prototypes.

Graphic Designer // SJSU Humanities & Arts Marketing Team

March 2018–August 2019//San José, CA

Design digital and printed material for the Hammer Theatre Center. Production work for various visual assets for multiple clients simultaneously. Team collaboration, project management, and client communication. Roles ranged from project-lead to production.

Visual Designer Mentorship // Miami Ad School SF

February 2016–November 2016//San Francisco, CA

Collaborated with M.A.S. students and designers to develop an opioid awareness campaign. Executed everything from project management to design material. Refreshed brand assets, established guidelines, and did visual design for website.

Recognition

November 2020 Design Trailblazer Award

November 2020

Achieved this award for having the most impact on a design project.

2020 Red Dot Design Award

July 2019

My design team won in the Brand and Communication: Interface Design category.

Skills

Visual design, UI/UX, branding, print processes, photography, research and analysis, prototyping, communication.

Software

Illustrator, Photoshop, After Effects, InDesign, XD, Sketch, InVision, Fusion 360, Mural, Abstract, Axure.