



# RUBEN CESPEDES

Principal Product Designer, Author, Mentor, Educator

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## EDUCATION

### The Art Institute

New York, Class of 2008

B.S. Graphic Design

### TCI College

New York, Class of 2006

A.A.S. Digital Media Arts

## SKILLS

End-to-end Product Design

UI/UX Design

Interaction Design

Front-end Development

Visual Design

Wireframing & Prototyping

User Research & Testing

Project Management

## TOOLS

### UI/UX

Figma

Adobe XD

InVision

Sketch

Marvel App

Zeplin

Jira

Miro

Balsamiq

### Graphic Design

Adobe Creative Suite

Procreate

### Motion/AI/Content Creation

Adobe Premiere Pro

Adobe Express

Adobe FireFly

Dalle 2

MidJourney

Galileo AI



## ADOBE PARTNER & HOST

As an Adobe Partner and Host, I've dedicated myself to the design community's growth by creating educational content such as tutorials and videos, participating in Adobe events, and mentoring aspiring designers.

My efforts are aimed at inspiring and empowering individuals with a passion for design.

## EXPERIENCE

### Dell Technologies | Principal Product Designer

Remote, Aug 2021 - Present

- Serve as Lead Product Designer for the CloudIQ mobile app, (Cloud-based AIOps application).
- Develop information architectures and data models to effectively organize and present large amounts of data.
- Collaborate with development teams to integrate data visualizations into product interfaces.
- Create, structure, and manage a design system for the cloud products to ensure their quality and consistency.
- Advocated for specific methods and tools to evaluate UX improvements, driving continuous product enhancements.

### Stash | Senior Product Designer

Remote, Jan 2021 - May 2021

- Led Product Design for the "Plan" dashboard of the Stash mobile app.
- Work closely with engineering to ensure high-quality finished products.
- Contribute to positive behavior design thinking and solutions.
- Foster collaborative relationships with other teams and participate in design reviews to deliver quality.
- Ensure that designs are intuitive, user-friendly, and effective.

### Liquid Interactive | Manager, User Experience Design

Pennsylvania, Aug 2018 - Mar 2020

- Championed the UX vision, guiding the product design process from concept to execution.
- Managed client interactions and strategic planning within the UX department.
- Mentored and led a team of designers, fostering professional growth.
- Assessed and approved UX designs, ensuring alignment with user needs and use cases.

### Digital Feast | Senior Interactive Designer

Pennsylvania, Oct 2017 - Jul 2018

- Engineered web pages, applications, and digital assets through advanced coding.
- Optimized all websites with SEO best practices to enhance visibility and engagement.
- Conducted comprehensive QA and unit testing to ensure cross-browser compatibility and optimal platform performance.