

ADAM SAAVEDRA

Visual Designer
Adamsaavedra.me

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About Me

Hello! My name is Adam, here are some things I'm passionate about:

- Creating interfaces that are unique, intuitive, and visually appealing.
- Being a strong advocate of human centered design.
- Having humans be the primary voice in design.

Education

General Assembly.
Nov 2020- Feb 2021
UX Immersive Design Program
Full-time 10-week intensive course covering 400+ hours led by industry experts.

University of California:
Santa Cruz.
Sep 2016- Jun 2020
Bachelor of Science (B.S.) in Molecular Cell and Developmental Biology.

Skills

Contextual Inquiry and Interviewing, Usability testing, UI design, Affinity Mapping, User Persona Creation, Information architecture, User flows, Wireframing, low, mid and high fidelity prototyping, Problem statements and solutions, Card Sorting.

Design Programs:
Figma, Sketch, Adobe XD, Photoshop, Illustrator, Optimal Workshop, Mural.

Work Experience

Nexleaf Analytics

Mar 2022 -
Sep 2024

Product Designer

- Led the design and development of a range of digital products across web, mobile, and desktop interfaces, focusing on user-centered design and brand consistency.
- Built and iterated on prototypes to validate concepts with external users and customers, communicating brand messaging through compelling visuals and aligning with our brand identity.
- Integrated user testing to refine visual/functional aspects of designs, using insights to enhance usability and of the product.

Codey Design Inc.

Aug 2021 -
Feb 2022

UX/UI Designer

- Collaborated with clients, developers, and marketing teams from diverse industries to create design deliverables tailored to their company and circumstances through the use of social media assets, prototypes, and more.
- Consistently generated creative concepts for new campaigns, translating them into visually compelling designs that met the unique requirements of each client while adhering to brand guidelines.

Good Wallet

Feb 2021 -
Aug 2021

UX Design Intern

- Designed a variety of visual content, working with the design and marketing teams to ensure consistency and alignment with brand standards across digital platforms.
- Contributed to brainstorming sessions, integrating feedback to enhance the visual appeal and engagement of marketing assets, including landing pages and social media graphics.
- Collaborated with cross-functional teams to ensure that visual assets aligned with brand messaging and supported overall marketing objectives.