

# (bg) Brian Gasper/ Product Designer

I am a Dynamic Product Designer with over ten years of experience in roles such as UI/UX Design, content creation, and Qualitative UX Research across the United States and LATAM region. My proven expertise lies in managing digital creative campaigns, Lo-Fi prototyping, UX, and UI.

I have a talent for delivering strategic guidance and enhancing product enablement with an insatiable curiosity and a passion for solving problems. I am fluent in English and Spanish and consider myself a human-centered designer who loves storytelling.

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## Professional Experience

// (bg) [briangasper.co](http://briangasper.co)

**Product Designer/Content Creator** - Remote | 2019 - PRESENT

- Created and Transformed low-fidelity wireframes and UX prototypes into functional, aesthetically pleasing interfaces.
- Conducted in-depth user research interviews to capture user needs, preferences, and challenges, aligning design strategies with user expectations to boost usability.
- Utilized advanced prototyping tools for crafting interactive models.
- Standardized Figma components to ensure design uniformity and scalability.
- Authored comprehensive UX/UI specifications to streamline development.
- Enhanced processes, integrated A/B testing, and optimization tactics to elevate project outcomes and ensure adaptability.

Work sample: [Beaats music application](#)

// *SuperJoy/The Martin Agency*

**UI Designer** - Remote | 2022

- Facilitated design and development integration within cross-functional teams, fostering cohesive product evolution.
- Developed interactive prototypes to detail and test user flow.
- Crafted web and mobile app interfaces based on client insights and usability findings.

Work sample: [Geicoween for Geico](#)

// Room4Media

**Creative Project Manager** - Bogota, Co | 2018 -2019

- Orchestrated multimedia production, liaising among designers, animators, and clients to ensure project cohesion and excellence.
- Drove creative processes, managed project timelines, and communicated key updates and milestones.
- Allocated resources efficiently to meet diverse client needs across international markets.

// Quum Colombia

**Digital Director** - Bogota, Co | 2016 -2018

- Oversaw comprehensive content creation and digital campaign strategy, including social media and paid advertising.
- Designed impactful landing pages and supervised a multifaceted team to secure project delivery and quality.

**Work sample:** [Mazda Website for Kyoto Motors](#)

// Agencia Central

**Digital Creative Director** - Bogota, Co | 2014 - 2016

- Pioneered the agency's digital shift, guiding UI design and digital creative strategy.
- Translated complex ideas into intuitive interfaces, directing a team of designers and content creators.

**Work sample:** [web app for LATAM AIRLINES](#)

// Wikot Colombia

**Digital Art Director** - Bogota, Co | 2013 - 2014

- Conceptualized and executed UI designs, contributing to projects for clients in both Bogota and Miami.
- Developed wireframes and prototypes to refine user interfaces, ensuring both innovation and usability.

**Work sample:** [website for Tutto](#)

## **Education**

- **User Experience Research and Design Specialization:** University of Michigan- Dearborn
- **Strategic Planning:** Brothers Creative School
- **Bachelor of Arts:** Perera Design Institute.

## **Skills**

- Expertise in User-Centered Design, Wireframing, Prototyping, and Information Architecture
- Proficiency in Usability, Accessibility, and Interaction Design
- Skilled in both Quantitative and Qualitative UX Research methodologies
- Advanced knowledge in Content Creation, UI Design, and Journey Mapping

## **Additional Achievements**

Did I mention my passion project turned into a published book on Amazon?

A few years back, I initiated a street photography project on Instagram titled "The Ballad of Gasparin," which featured various pictures accompanied by brief stories inspired by music. Presently, I compiled the best photos into a book that is available for sale on Amazon.