BRIAN SAAVEDRA-MAYO

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📍 Provo, UT 84601

in https://www.linkedin.com/in/brian-saavedra-7a5648328/

🔗 https://brian33491.github.io/Portfolio-Experment/

🎓 EDUCATION

Bachelor of Science — Web Design and Development
Utah Valley University, Orem, UT
04/2026

🧠 SKILLS

- Figma
- UX/UI Design
- Digital Signage
- Graphic Design
- Adobe Creative Suite
- User Research

⭐ VOLUNTEER WORK

Volunteer Graphic Designer
Project Lead
developed high-impact visual content and infographics for social media platforms to increase community awareness and donor engagement.

🪪 PROFESSIONAL SUMMARY

Detail-oriented UX/UI Designer with experience in user research and graphic design. Skilled in identifying user pain points and implementing effective design solutions, demonstrated by a successful redesign of advising portals. Committed to enhancing user experiences and driving engagement through creative design strategies.

💼 EXPERIENCE

Graphic Designer
Utah Valley University
01/2025 – 04/2025 | Orem, UT
Designed a campus-wide promotional campaign featuring posters and digital signage to drive awareness and attendance for UVU's annual SCULPT exhibition, resulting in over 100 QR code sign-ups.

UX Researcher
Utah Valley University
08/2024 – 12/2024 | Orem, UT
Spearheaded a comprehensive user research study for the School of Education to identify barriers in student-advisor communication. Conducted 15+ semi-structured interviews and a school-wide survey, uncovering that 80% of students found the booking process unintuitive. Delivered actionable insights that led to a redesign of the outreach strategy, resulting in a 100% increase in scheduled appointments.

UX/UI Designer
Utah Valley University
08/2024 – 12/2024 | Orem, UT
Led the end-to-end redesign of the School of Education's advising portal, identifying and removing friction points in the appointment-scheduling flow. This initiative aimed to increase student-advisor engagement by streamlining communication channels and improving the discoverability of support resources.

🌐 LANGUAGES

Spanish ● ● ● ● ○

English ● ● ● ● ●