

Avelino J. Cortina IV

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Design and architecture student passionate about crafting innovative solutions that blend high visual standards with complex user experiences. Skilled in delivering impactful designs across digital and physical spaces, with a focus on detail, user-centric thinking, and strategic communication. Motivated by a desire to leverage technology and design to create meaningful experiences that enhance everyday interactions and push creative boundaries.

Education

University of San Francisco \ BFA, Design
08/2022 - 12/2024
Dean's List and Summa Cum Laude Graduate
Minor: Architecture

Experience

Apple Inc. \ Product Specialist
09/2022 - Present

- Guided customers through Apple products, focusing on clear, engaging demonstrations.
- Enhanced store layouts to create a more intuitive shopping experience.
- Provided technical support, simplifying complex features for better user understanding.
- Built lasting customer relationships by aligning solutions with their specific needs.

Ketchup! \ UI/UX Designer (Seasonal)
04/2024-08/2024

- Collaborated in a team of four to design a user-centric app using Figma, focusing on iterative design and incorporating feedback to refine functionality and aesthetics.
- Worked remotely while balancing a concurrent role at Apple, demonstrating adaptability and time management.

Criminal Studios \ Design Intern
01/2024- 06/2024

- Crafted pitch decks that communicated Criminal's vision clearly.
- Translated complex ideas into compelling visual narratives.

Marengo Morton Architects \ Intern
Fall 2019

- Collaborated with lead designer and architect to assist in visualizing architectural concept presentations.

Extracurriculars

KUSF Radio \ Producer, Designer, and Radio Host
08/2022 - Present

- Led creative direction for radio shows, producing engaging on-air content.
- Curated playlists that balanced music discovery with audience interests.
- Hosted live DJ sessions, creating a dynamic and interactive atmosphere.
- Integrated design elements to enhance the station's overall visual identity.

Skills

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| • Building Information Modeling | • SketchUp 3D | • Sustainable Design Strategies |
| • AutoCAD | • Adobe Creative Suite | • Design Development & Conceptualization |
| • Revit | • 3D Rendering & Visualization (Twinmotion, V-Ray, Lumion) | |

Interests

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| • Human-Centered Design | • Accessibility | • Emotional Storytelling |
| • Empathy-Driven Experiences | • Social Impact through Design | • Cross-Cultural Perspectives |
| • Cultural Narratives | • Community-Driven Innovation | |
| • Inclusivity | | |

References

Regis Matiyasic <i>Sr. Manager Apple Union Square.</i> References Available Upon Request	Niki Digrigorio <i>Professor University of San Francisco</i> +1 (916) 717-3904 ndigrigorio@usfca.edu	Seth Wachtel <i>Program Director USF Architecture</i> slwachtel@usfca.edu
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