

Avelino J. Cortina IV

@avelinolovesyou
avelinocortinaiv@mac.com
858.766.8299

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 Fracisco \ BFA, Design
08/2022 - 12/2024 (Expected)
Dean's List: Fall 2022 - Now
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.

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

- Crafted pitch decks that communicated Criminal's vision clearly.
- Translated complex ideas into compelling visual narratives.
- Refined designs based on feedback to enhance client impact.
- Collaborated closely with teams for cohesive brand alignment.
- Elevated presentations to drive stronger client engagement.

Freelance Design

2016 - Present

- Developed bespoke design solutions for clients, spanning digital and print mediums.
- Translated complex concepts into visually compelling narratives that resonate.
- Adapted each project to authentically capture and elevate the client's brand voice.
- Balanced creativity with strategic thinking to deliver both form and function.

Extracarriculars

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

- User Journey Mapping
 - Design Thinking
 - Visual Communication
 - Rapid Prototyping
- Usability Testing
 - Creative Problem Solving
 - Information Architecture
- Systems Thinking

Interests

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

Referances

Regis Matiyasic
Sr. Manager | Apple Union Square.
Contact in Apple Directory

Niki Digrigorio
Professor | University of San Francisco
+1 (916) 717-3904
ndigrigorio@usfca.edu

Grace Ladoux
Manager | Apple Union Square
Contact in Apple Directory