# Christine Espeleta

### Designer & Developer Seeking Full-Time UI/UX Design & Interactive Development Positions

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## EDUCATION

**Rochester Institute of Technology**                                                   Graduating in May 2026
B.S. New Media Interactive Development (Web Development Minor)
**GPA:** 3.92
**Dean's List:** Fall 2022 - Current

## WORK EXPERIENCE

**MADISON SQUARE GARDEN** | Freelance UI/UX Designer                       Sept 2025 - Current
- Designing web pages in **Figma** and **Ceros** for MSG.com, New York Knicks, New York Rangers, and Garden of Dreams Foundation, with the Creative, Digital Experience, and Software Development teams.

**ACCESSIBLE LEARNING LABS** | UI/UX Designer                              Sept 2025 - Current
- Leading the design process in **Figma** for the creation of NSF-funded labs fostering **accessibility** education and STEM proficiency among underrepresented communities.

**MADISON SQUARE GARDEN** | Digital Product Design Student Associate       May 2024 – Aug 2024
- Iterated through **high-fidelity prototypes** of the Madison Square Garden homepage and New York Knicks web pages in **Figma** to boost **interactivity**, **SEO**, and the **user experience**.
- Executed 40+ **user research** tests on MSG platforms in **UserTesting** and presented findings on **NPS**, **competitive analysis**, A/B testing, and **accessibility** to the Digital Experience team.

**ROCHESTER INSTITUTE OF TECHNOLOGY** | Teaching Assistant                 Aug 2023 - Current
- Assisting 30+ students with **JavaScript** in **p5.js** and providing constructive feedback on **creative coding** projects.

**AMAZON** | Campaign & Creative Management Youth Apprentice              Sept 2020 – June 2022
- Developed internal websites and an online store in **HTML** and **CSS** for Amazon's Grocery and Streaming TV teams.
- Reviewed and consolidated **user insights**, **stakeholder goals**, and **analytics** for advertising campaigns.

## PROJECTS

**FLOSS BOSS**                                    Arduino, C++, Javascript, Node.js, HTML, CSS, Figma
- Leading the **software development** process for an **alternative interface** project with 9 designers and developers.
- Handling physical interaction with **Arduino** in **C++** and digital interfaces with **Node.js**, **HTML**, and **CSS**.
- Presenting the project to 30,000+ attendees at the GDC Festival of Gaming as an alt.ctrl.GDC finalist.

**CSH YEARBOOK**                  Figma, Canva, Adobe Illustrator, Adobe Photoshop, Trello, Notion
- Directed the design process, project logistics, and distribution of yearbooks with 60+ pages for a student organization with 90+ members over 3 academic years.
- Designed pages with **Adobe Illustrator**, **Adobe Photoshop**, **Figma**, and **Canva** and managed project goals with **Trello** and **Notion**.

## EXTRACURRICULARS

**COMPUTER SCIENCE HOUSE** | Public Relations Director                     June 2023 – June 2025
- Managed the public image of a tech-oriented living and learning community by sharing **multimedia content** on social media and increasing **outreach** with student organizations.

**RIT HONORS COUNCIL** | Community & Wellness Committee Chair              May 2023 – Aug 2024
- Fostered **wellness, diversity, and inclusion** among honors students via informational campaigns and weekly committee meetings.