

Christine Espeleta

Designer & Developer Seeking Full-Time UI/UX Design & Product Management Positions

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EDUCATION

Rochester Institute of Technology

B.S. NEW MEDIA INTERACTIVE DEVELOPMENT (WEB DEVELOPMENT MINOR)

GPA: 3.91

Dean's List: Fall 2022 - Current

Graduating in May 2026

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 **game development** process for an **alternative interface** project with 10 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.