

MIGUEL JUTEAU(he/him)

Brand and Visual Designer

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Work Experience

BearHouse Innovations, Berkeley, Ca.

UX/UI Designer | September 2021 - Current

- Redesigned an interactive webapp that gives upcoming fathers the support they need to become effective parnters during pregnancy.
- Collaborated with designers and developers to build digital solutions based on the user's needs and goals.
- Conducted usability tests in order to gain better understanding of how helpful the product's new features are and how easy it is to use.
- Developed and managed a components library and brand style guide to create visual consistency throughout the product.

KAPWA Studios, Los Angeles, Ca.

Visual Designer | March 2021 - Current

- Designed impactful and creative solutions for brands, individuals, and organizations led by underrepresented leaders to strengthen the connection between them and their audiences.
- Facilitated brand strategy workshops to uncover clients' business goals and their brand's core essence in order to build creative briefs that aim to provide clarity and direction for designers and stakeholders.

Kultivate Labs, San Francisco, Ca.

Web Designer | October 2021 - December 2021

- Built an ecommerce(Shopify) website that provides Filipino artists and businesses a platform to sell their products during the covid-19 pandemic.
- Conducted research and site audit on the previous content and history in order to provide a more relevant and visually engaging solution.
- Coded specific sections, features, and designs using HTML and CSS.

Santa Monica College, Santa Monica, Ca.

Graphic Designer | September 2019 - April 2021

- Increased the number of participants attending the Bachelor program information sessions by 35% over the last year through targetted social media campaigns.
- Designed a magazine layout that outlined the positive results of student development initiatives in order to request funding for the program's continuation.

CodeTenderloin, San Francisco, Ca.

Web Design Instructor | June 2019 - July 2019

- Created and taught a web design curriculum to at-risk-youth high school students in order to build their interest in tech and leverage it to help them build skills they could use to apply for opportunities in San Francisco.

Education

Interaction Design | BS
Santa Monica College
Graduated | 2021

Skills

Brand Strategy & Brand Identity
User Experience Design
Information Architecture
Journey Mapping
Prototyping
Social Media (Facebook, Instagram, Snapchat)
Project Management
Photography
HTML
CSS
JavaScript
Processing

Tools

Adobe Creative Suite
Google Workspace
Figma
Sketch
Slack, Notion, Airtable
Shopify
Squarespace
Wordpress

Languages

Tagalog
English

Certifications

SECTION4 - Prof G Certified brand strategist