

Gerardo Zegarra

UX DESIGNER

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PROFILE

My background in graphic design, music and product sales has honed my visual skills, ability to empathize with a variety of customers and understand product development. My key strength lies in creatively finding ways to use technology to serve human needs. As a recent BrainStation bootcamp graduate, I'm excited to leverage my skills to foster meaningful brand experiences.

SKILLS

Figma, Adobe Creative Suite (Illustrator and Photoshop), iWork (Keynote and Pages), and Apple's Proprietary CRM

ADDITIONAL EXPERIENCE

Graphic Designer | Expansion Church

JUN 2014 - MAR 2015

PROJECTS

UX Designer | Royal Caribbean Hackathon

AUG 2023, BRAINSTATION

- Designed and presented a mobile solution to Royal Caribbean in collaboration with software engineers.

UX Designer | Wonder App

JUN - SEP 2023, BRAINSTATION

- Wonder helps young people replace excess screen time on social media with productivity and help them achieve their aspirations.
- Conducted secondary and primary research to gain deep understanding of the problem space and the key players affected.
- Prototyped and conducted usability tests to validate my design decisions and make improvements.

EXPERIENCE

Product Zone Specialist | Apple

NOV 2021 - JUNE 2023, Aventura, FL

- Owned my development by shadowing more tenured team members, seeking feedback from managers and peers and leveraging internal resources to refine my expertise.
- Interviewed for and joined the Business Career Experience, a 6-month role in a department outside of my current scope.
- Initiated relationships with business customers, reaching 15-20 business owners a day, and collaborated with Apple's network of IT consultants to meet with clients, curate solutions, and present through in-person meetings and video conferences.

Product Sales Specialist | Nespresso

NOV 2019 - JAN 2021, Aventura, FL

- Inspired customers to explore coffees from all over the world through storytelling and product demonstrations.
- Gained a deep understanding of the brand's commitment to sustainability, embodying the complete brand experience in every interaction.

Music Director | Calvary Chapel Ft. Lauderdale

MAY - AUG 2018, North Lauderdale, FL

- Directed worship services for the North Lauderdale campus of Calvary Chapel Fort Lauderdale, one of the nation's largest churches.
- Managed a team of 7 volunteer musicians and vocalists, scheduling and providing resources to run well-prepared rehearsals.
- Engaged in regular meetings with pastoral leadership to plan and establish vision for the worship ministry.

EDUCATION

BrainStation | Diploma, User Experience Design

JUN 2023 - SEP 2023, Miami, FL

Ocean's Edge School of Worship | Certificate of Completion in Worship Leadership

2016 - 2018, Fort Lauderdale, FL

- Full-ride merit scholarship recipient for Guitar, Voice and Drums.