

Jalen Marcelino

UX/UI Designer

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EDUCATION

University of California, San Diego

Bachelor of Science in Cognitive Science, Specialization in Design and Interaction

La Jolla, CA

June 2026

PROJECTS & AWARDS

Leyendal Law Group — UX Research & Web Development | *Figma, Framer* January 2025 – June 2026

- Led discovery research for a real client engagement, conducting stakeholder interviews with attorney Jesse Gastelum to define business goals, user needs, and information architecture for a bilingual LA-area immigration law firm
- Redesigned a 25+ screen mobile-first website in Figma, solving for trust, bilingual access (EN/ES toggle), and conversion

Canvas — UX Research & Web Design | *Figma, Framer* March 2026 – June 2026

- Identified core friction points in Canvas's mobile app through user interviews with 3 undergraduate students across 2 rounds of moderated usability testing
- Designed and tested 2 A/B prototype variants for the To-Do List and Notifications features, incorporating effort-level task badges, a weekly progress bar, and per-course notification toggles

Spotify — UX Research & Page Redesign | *Figma* March 2025 – June 2025

- Replaced a single unstructured scroll with a 4-tab layout (Popular, Discography, Appears On, About) and a "View All Tracks" feature, reducing task completion time and eliminating the need to manually open individual albums
- Conducted competitive analysis across Apple Music, YouTube Music, and SoundCloud; validated redesign through 2 rounds of usability testing with 4 participants, achieving unanimous preference for the redesigned layout.

Trolley of The Lost UX/UI Design Development | *Unity, GitHub, Figma* September 2024 – October 2024

- Owned the full UI design for a 5-week indie game jam project — including menu systems, HUD layout, and interactive button design — collaborating with a team of 4
- Created visual assets and interface components in Figma, Photoshop, and Aseprite

NASA Writing and Evaluation Academy Apprenticeship | *Design Specialist* January 2024 - July 2024

- Selected for a competitive NASA apprenticeship program led by NASA employees, studying aerospace mission objectives
- Researched and designed an infographic communicating key mission data and scientific findings for Expedition 13, translating complex aerospace content into accessible visual storytelling

Provost Honors | *University of California, San Diego* January 2024 - June 2026

EXPERIENCE

Student Lead November 2024 – June 2026

Housing/Dining/Hospitality at UC San Diego

La Jolla, CA

- Led and trained barista team, ensuring smooth efficient operations whilst overseeing inventory and placed orders
- Provided friendly, attentive service to students and faculty members amidst peak hours and high-stress situations
- Handled customer interactions, resolved complaints, and maintained a welcoming environment

Retail Supervisor October 2022 - June 2024

Office Depot

La Crescenta, CA

- Facilitated exceptional customer service, adeptly addressing complex and general inquiries. Assumed responsibility for cash register reconciliation and store
- Cross-trained across all store departments, demonstrating versatility

TECHNICAL SKILLS

Languages: Java, Python, HTML/CSS

Framework & Prototyping: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Canva, Framer

Developer Tools: Git, VS Code, Microsoft Excel