

Braelyn McFarland

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bambamdesigns.framer.website

Education

Rochester Institute of Technology
New Media Design BFA
Summa Cum Laude
Aug 2021 - May 2025

Florence University of the Arts
Semester Abroad
Florence Italy
Jan 2024 - May 2024

Skills

User Interface Design
User Experience Design
Prototyping
Wireframing
Interactive Design
Conversational ASL

Tools

Adobe Creative Suite
Figma
Rive
Notion
Google Suite
Microsoft Office 365

Certifications and Awards

UX Design Fundamentals
IBM SkillsBuild 2026
Best Interactive or Experiential
Mode Fest 2025
RIT Dean's List
2021-2025
4th Degree Black Belt
WCWMA 2021

Work Experience

Freelance Designer

bambam designs July 2025-Present
Communicate with various clients, Research and iterate various products, Establish and enforce timeline, Create logos, websites, and print media

Student Services Assistant

RIT CAD Student Services August 2024-May 2025
Managed multiple schedules, Greeted and helped students, Answered phone inquiries, Maintained professional environment, Tackled various projects

Martial Arts Instructor

WCWMA Austin May 2016-July 2022
Trained children and adults in martial arts, Communicated with parents, Maintained clean environment, Lead classes, Managed instructors, Moderated testing environments

Projects

Overboard

NMD Capstone January-May 2025
Worked with six other designers and three developers to create a projection mapped, motion tracked game as research for the Strong Museum of Play. I created digital and physical assets, developed exhibit space, executed user research and testing, and updated project goals in Notion

Commergency

NMD Project November-December 2024
Worked to create a prototype for an emergency communication app between medical first responders and people who are deaf/hard of hearing. Researched medical UX trends and user needs. Graphics were made in Adobe Illustrator and prototyped in Figma.

Website Managing

AGSDR Volunteer May-August 2024
Volunteered to edit photos of dogs for courtesy listings for a German shepherd rescue. Managed the courtesy listings for the summer. Worked on a website redesign, and transferring the current website to WordPress