# Brandon Magdaleno

Visual Design & Creative Technology

Orange County, California · Portfolio · LinkedIn / bmagdaleno

Multidisciplinary designer with experience creating brand identities, developing visual systems, and translating complex information into clear, considered communication. My practice spans typography, layout, art direction, presentations, marketing materials, and digital experiences.

I extend that foundation through AI-assisted prototyping, turning workflow challenges into useful digital tools. I shape the visual direction and interactions, use AI to implement code, and test and refine the experience for clarity, usability, and visual quality.

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## 01 / PROFESSIONAL EXPERIENCE

### Avison Young | Senior Graphic Designer

November 2012 - present · Irvine, California

• Serve as regional design lead for the Western U.S., supporting teams through brand design, presentations, marketing communications, and digital experiences.

• Translate complex property information, market research, and business narratives into clear visual communication through typography, layout, and visual storytelling.

• Develop presentations, proposals, and marketing materials that balance established brand standards with individual team and project needs.

• Collaborate with marketing teams and business stakeholders from initial concept through final delivery.

### Community Outreach Lending | Creative Art Director

June 2010 - July 2011 · Irvine, California

### FSSI | Graphic Design Intern

June 2009 - December 2009 · Santa Ana, California

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## 02 / CAPABILITIES

**Visual design** — Brand identity · Visual systems · Typography · Layout and composition · Art direction · Visual storytelling · Presentation design · Marketing design

**Digital practice** — Interaction design · Information design · Digital experiences · AI-assisted prototyping · Workflow design · Prototype testing and refinement

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## 03 / EDUCATION & RECOGNITION

California College of the Arts · Graphic Design · 2010
Fashion Institute of Technology · Graphic Design · 2007–2009

Avison Young · Above and Beyond Award 2019
Issued March 2020

# From workflow to working idea.

SELECTED PROTOTYPES / IN DEVELOPMENT

Design-led explorations into clearer information and easier coordination. My role spans visual direction, interaction design, testing, and refinement, with AI-assisted code implementation.

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01 / INFORMATION DESIGN / INTERACTION DESIGN

### Regional Staffing Explorer

Designed a searchable, filterable regional staffing overview using Excel data, bringing information previously distributed across static PDFs into one interactive experience. Defined the visual structure and interactions for office and role filtering, people search, team comparison, and individual detail views.

Working prototype; AI-assisted code implementation.

Explore the Staffing Explorer prototype

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02 / DATA EXPLORATION / DIGITAL DESIGN

### Interactive Market Reports

Developing interactive experiences from static quarterly PDF market reports. Users can move from high-level overviews into market and submarket details, with data views that respond to filtering and exploration. Directing the visual structure, interactions, and iterative testing.

Prototype using an existing quarterly dataset. Automatic source refresh is a potential enhancement.

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03 / WORKFLOW DESIGN / INTERACTION DESIGN

### Project Intake & Routing

Prototyping a centralized project-request workflow for the West region team, addressing requests scattered across email and chat. The workflow captures submission details, creates a project record, and automates distribution and team notifications, with the aim of reducing manual follow-up.

Prototype in development; business outcomes have not yet been measured.

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04 / WORKING APPROACH

Identify workflow friction / Define the visual structure and interactions / Guide AI-assisted implementation / Test the experience / Refine the result

These projects demonstrate a developing prototyping practice. Production adoption and measured business outcomes are not claimed.