Hello
I'm Bryan M. Guzman

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Summary

A creative interactive media graduate offering hands-on experience in game design, UX design, and content creation, combining storytelling and technical expertise in video production and digital analytics with fresh perspectives on social media engagement and user experience design.

Skills

1. Figma (Software)
    a. Proficient in creating interactive prototypes, wireframes, and UI designs using Figma's collaborative features, components, and auto-layout functions.
2. Adobe Creative Suite
    a. Skilled in utilizing multiple Adobe applications including Photoshop, Illustrator, Premiere Pro, and After Effects for digital content creation and visual design.
3. UX Design
    a. Implementing user-centered design principles through user research, persona development, journey mapping, and usability testing to create intuitive digital experiences.
4. Social Media Research
    a. Created a social media plan for a small business who was looking to increase their audience engagement by at least 10%.

Experience

Game Prototype Maker - MTSU Class Project - January 2024-May 2024

Helped create the prototype for a board game that is called Dog-Dun-It. Based on feedback given to me, I made improvements to the prototype that ended up being in the final version of the game.

Social Media Researcher - MTSU Class Project - January 2024-May 2024

Created a social media plan for a client that needed help manage their social media pages. Also helped my client find the areas they needed to improve upon to be able to be competitive in the home improvement market in the Nashville area.

360 Virtual Tour Producer/Backup Editor - MTSU Class Project - August 2024-December 2024

Created a 360 Virtual Tour of an apartment complex that was close to the MTSU campus. And helped edit the images together by adding the navigation points that were required by the client.

UX Designer - MTSU Class Project - August 2024-December 2024

Created a prototype of a mental health app that would be used by college students between the ages of 18 - 25.

Education

AUGUST 2018 - MAY 2025

Middle Tennessee State University, Murfreesboro, TN – *Interactive Media, B.S.*