

Brandon Alvarez

Designer — Brand Identity & Product UI

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SUMMARY

Designer working across brand identity and product UI. I handle design at Ummah LLC, the screens, visual systems and brands for a Muslim community events app and a masjid matrimonial platform, plus freelance identity and web design. BFA in Communication Arts from Virginia Commonwealth University.

DESIGN EXPERIENCE

Co-Founder & Designer | Ummah LLC | 2025 – Present

Design studio building products for Muslim communities.

- Ummah Connect (mobile app) — designed the full UI: home feed, event cards and detail, community browsing and joining, saved events, notifications and settings.
- Built the app visual system — colour, typography, icons, cards, tab bar — and handed the screens to the developer to build.
- Designed the Ummah Connect brand: logo, app icon and the Arabic calligraphy motif used throughout.
- Masjid Matrimony (web app) — designed the interface for a masjid-run matrimonial service: sign-in, invitation-gated membership, a seven-step application, profile browsing and the committee review console.
- Designed profiles around de-identified candidate IDs so identifying details stay hidden until both sides are eligible; set the navy-and-bone visual language across member and admin views.

Brand & Web Designer (Ummah LLC) | Cannon Pro Cutz & Stylz | 2026

- Designed the complete rebrand for a twenty-year-old barbershop: logo, wordmark, colour, typography and applications across signage, print and social.
- Designed the full website — layout, typography, imagery and page structure — for the developer to build. Live at cannonprocutz.com.

Founder | WHATREMAINS — independent apparel brand | 2025 – Present

- Founded and run an independent apparel label: brand identity, graphics and storefront design.

Co-Founder & Creative Lead | VCU Blockchain Club | 2020 – 2023

- Co-developed and co-taught a for-credit university course, communicating complex technical concepts to students with varied backgrounds.
- Grew the organisation to 30+ members in seven months through coordinated outreach with students, faculty and external partners.

ADDITIONAL EXPERIENCE

Store Associate | Aldi | 2025 – Present

- Operate POS systems and handle cash transactions accurately during high-volume shifts; support inventory and daily operations.

Delivery Driver | Amazon DSP (A3 Logistics) | 2025

Delivery Driver / Inside Specialist | Domino's Pizza | 2020 – 2024

Four years of front-line customer service and cash handling across high-volume retail and food service.

EDUCATION

Bachelor of Fine Arts, Communication Arts | Virginia Commonwealth University, Richmond, VA | May 2025

SKILLS

Design: Brand identity, logo and mark design, mobile app UI, web design, design systems, typography, layout, art direction.

Software: Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Blender, Maya.

Also: Brand guidelines, design handoff to developers, client communication.