

Hello, I'm Fernando Fernandez

UX Designer

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Education

Google UX Design Professional Certificate

Coursera | 2021

Performed hands-on, practice-based assessments designed to prepare candidates for introductory-level roles in UX design. I complete the design process from beginning to end: empathizing with users, defining their pain points, generated design solutions, created wireframes and prototypes, finally testing those designs and implementing feedback.

Bachelor of Fine Arts, Web Development - Cum Laude

International Academy of Design and Technology, Tampa FL | 2008

Developed a mastery of the technologies that make the web an intrinsic part of everyday, life through the attendance of courses taught at the International Academy of Design and Technology, Tampa.

Relevant Experience

Web Developer

Vitamin Discount Center, LLC | 2008-2021

Nearing the completion of a bachelor of fine arts degree, I was provided a unique internship opportunity with Vitamin Discount Center LLC, after which time I became a full-time part of VDC's online business development efforts.

Awards

Exceptional Graduate (Web Development)

International Academy of Design and Technology | 2009

This honor was given to one student per discipline in a graduating class who's efforts brought them head and shoulders ahead of their classmates in the eyes of the teachers and staff.

Skills

Toolbox

Adobe XD
Affinity Suite
Figma
Akira
VS Code
HTML/CSS
JavaScript

UX Methods

Prototyping
Wireframes
Mockups
Affinity Map
Personas
Journey Maps
Sketches
Usability Testing
information Architecture

Languages

English
Español