Fernando Fernandez
Senior UX Designer

Toolbox
Figma
Adobe XD
Sketch
InVision
Zeplin

Skills
User Interviews
Qualitative Research
Quantitative Research
Competitive Analysis
Comparative Analysis
Card Sorting
Persona Development
Information Architecture
User Flows
Usability Testing
Sketching
Wireframing
Prototyping
Visual Design
Mockups
Affinity Map
Heuristic Evaluation
Journey Maps
Rapid Ideation
Storytelling

Languages
English
Español

RELEVANT EXPERIENCE

Senior UX Designer | Small Business Digital - PNC Bank
Remote | Jun 2022 - Current

Web Developer | Vitamin Discount Center
Tampa, FL | Sep 2008 - Aug 2021

- Developed every version of the vitamindiscountcenter.com between 2008 and 2021.
- Collaborated with engineers on the development of proprietary software and
- services.
- Balanced business and design considerations against various constraints.
- Provided Tech Support for a staff of fifty employees and ten remote store locations.
- Prepared and delivered production-ready PDFs for a monthly Magazine.
- Coordinated ad space deliverables with partner vendors.

EDUCATION

UX Design Immersive (UXDI) | General Assembly

Remote | Nov 2021- Feb 2022

- A 12-week long UX Design certification that includes over 480 hours of professional training.
- Utilizing a hands-on approach to practice user-centered design methods, design thinking skills, team collaboration, and client relations.

BFA, Web Development | International Academy of Design and Technology
Tampa, FL Oct 2004 - Sep 2008
GPA: 3.7, Cum Laude

- Developed a mastery of the technologies that make the web an intrinsic part of everyday, life.

CERTIFICATIONS

Product Management Certificate | eCornell
Remote | May 2023 - July 2023

- Product management certification includes 65+ hours of professional training
- Developed the product mindset needed to bring new viable products to market

Google UX Design Professional Certificate | Coursera
Remote | Mar 2021 - Sep 2021
Grade: 93%

- Performed hands-on, practice-based assessments intended to prepare me for introductory-level roles in UX design.