

BETSY FERNANDEZ

UI/UX DESIGNER

OBJECTIVE

To obtain a challenging UI/UX Designer position where my creativity, problem-solving skills, and experience in designing engaging and user-friendly interfaces can be utilized to enhance user experiences and drive business objectives.

EXPERIENCE

SENIOR UI/UX DESIGNER

Jan 2025 - Present

Managed the design team and mentored junior designers to improve design quality and efficiency. Created wireframes, prototypes, and high-fidelity mockups for a variety of web and mobile projects. Worked closely with clients to understand their needs and goals and translate them into effective design solutions.

UI/UX DESIGNER

Oct 2019 - Jul 2024

Led the redesign of the company's e-commerce platform, resulting in a 25% increase in sales. Conducted user research and usability testing to inform design decisions and improve the user experience. Collaborated with development teams to ensure designs were implemented accurately and efficiently.

UX DESIGNER

Feb 2015- Oct 2019

Conducted user research and developed user personas to inform product design and development. Designed user flows, wireframes, and prototypes for a mobile app that won several industry awards. Worked closely with the development team to ensure designs were implemented accurately and efficiently.

CONTACT

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ABOUT ME

I am passionate about designing digital experiences that are both visually stunning and intuitive, and always strive to create designs that delight and engage users.

EDUCATION

SCHOOL OF FINE ART, 2015

BA of Fine Arts, Graphic Design

SKILLS

Usability testing
Project management
User research