

Fernanda R. Orviz

Product Owner, UX Designer & Architect

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Summary

Highly accomplished and versatile professional with a unique blend of expertise in Product Ownership, UX Design, and Architecture. Proven leader in delivering scalable, user-centered digital products, from conceptualization to execution. Adept at conducting user research, defining product strategies, designing intuitive interfaces, and leading cross-functional development efforts. Passionate about leveraging design and technology to solve complex problems and enhance user experiences.

Experience

Product Owner | Hiumanlab | Mérida, Yucatán, Mexico *Sep 2024 – Present*

- Led cross-functional development efforts for "Gooru," a CRM/ERP hybrid solution for the healthcare industry, focusing on delivering scalable, user-centered digital products.
- Defined MVPs and product strategies to align with business goals and market needs.
- Managed agile development processes (Scrum/Kanban), ensuring seamless UX and development alignment.
- Documented detailed functionalities and conducted rigorous requirements analysis with client validation.
- Ensured product alignment with business value and strategic objectives.

Product Designer | Sunwise | Barcelona, Spain & Mérida, Yucatán, Mexico *Nov 2023 – Dec 2024*

- Contributed significantly to the Web Quoter platform and Master Button, streamlining solar project design and customer management for photovoltaic professionals.
- Designed custom UI interfaces for external clients, including Aluminex.
- Developed scalable product and pricing flows, enhancing user efficiency.
- Created low to high-fidelity prototypes for comprehensive testing and feedback loops.

UX Designer | The TMRW Foundation | Barcelona, Spain *Aug 2023 – Aug 2024*

- Built the core navigation UX for "Bank 3D," an initiative bringing 3D visualization to financial services.
- Designed modular and scalable design systems for immersive dashboards.
- Created spatial interfaces to reimagine user interaction with investment platforms.
- Visualized complex financial data through interactive 3D UI, improving data comprehension.

Freelance UX Designer | Barcelona, Spain *Mar 2021 – Jul 2023*

- Partnered with startups and small businesses to develop intuitive, human-centered digital products and webpages.
- Delivered comprehensive UI/UX solutions for mobile apps, web apps, and websites.
- Conducted UX audits and usability testing to identify and resolve design flaws.
- Created detailed wireframes, user flows, and visual mockups.
- Implemented responsive designs using Figma, WordPress, and Elementor.
- Projects included a golf club app, a language learning platform, a rental app, and a full redesign of an HR SaaS interface.

Architect | Vive Peninsular | Mérida, Yucatán, Mexico *Jan 2020 – Jan 2021*

- Reviewed architectural proposals to ensure compliance with regulatory and design guidelines for residential and commercial developments.
- Verified adherence to zoning and complex-specific rules.
- Provided constructive feedback to architects and developers, facilitating design improvements.
- Identified and resolved non-compliance issues, ensuring project integrity.

Architect | Ivalue Desarrolladora Inmobiliaria | Mérida, Yucatán, Mexico *Feb 2018 – Nov 2019*

- Supported the design and construction management team for residential and commercial projects.
- Contributed to architectural design for project planning and coordination.
- Conducted budget estimation and material selection.
- Provided on-site supervision and quality control, ensuring alignment of execution with design documentation.

Education

Master in User Experience Design | Barcelona Technology School | Barcelona, Spain *Oct 2022 – Jul 2023*

Master in Advanced Architecture | Institute for Advanced Architecture of Catalonia | Barcelona, Spain *Oct 2021 – Jul 2022*

Bachelor of Architecture | Universidad Anáhuac Mayab | Mérida, Yucatán, Mexico *Aug 2014 – Dec 2019*

Pre-College Program | Cornell University | Ithaca, New York, USA *Summer 2013*

Skills

Product Management: MVP Definition, Backlog Management (Scrum/Kanban), User Stories & Prioritization, Product Roadmap Planning, Requirements Analysis, Stakeholder Management, Jira, Confluence, Notion, Google Analytics, Advanced Excel **UX/UI Design:** Figma, InVision, Adobe XD, Product Design, Research, Information Architecture, Design Systems, Design Tokens, Wireframing, Prototyping, User Interface Design, Visual Communication, User Flows, Usability Testing, A/B Testing, WordPress, Elementor **Architecture & Design Tools:** Autodesk (AutoCAD, Revit, 3D Max), Rhino, Grasshopper, Archicad, Blender, Lumion, SketchUp, Vray **Digital Fabrication:** Arduino, Digital Fabrication, 3D Printing, CNC, Laser Cutting **Adobe Suite:** Photoshop, Lightroom, Illustrator, InDesign, Premiere Pro **Programming:** JavaScript, HTML, CSS **Software:** Microsoft Office (Word, PowerPoint, Excel) **Soft Skills:** Curiosity, Empathy, Communication, Collaboration, Conceptual Application, Management, Proficient Development of Tasks, Fast Learner, Efficient Written and Verbal Communication, Public Speaking

Languages

- **Spanish:** C2 (Proficiency)
- **English:** C2 (Proficiency)
- **German:** A2 (Basic)