

# Helping great companies to build epic apps & websites



From idea

to launch 

Hi, I'm Fernando Guevara. A UX/UI designer currently bringing to life simple and elegant experiences at Acklen Avenue.

For the last 6 years i have been building awesome software products and services hand-to-hand with developers and multi-functional teams across different industries.

My approach is based on User-Centered design and Lean / Agile methodologies. Learning from users first, identify and validate hypotheses that work and test ideas as soon as possible.

The goal is to create things people want to use and they will actually buy.

## Experience

### UX/UI Designer

Acklen Avenue

Aug 2015 – Present

- Conducting user research and testing
- Gathering and evaluating user needs, in collaboration with product managers and clients.
- Understanding business requirements and any technical limitations.
- Developing wireframes and task flows, UI mockups and prototypes based on user needs .
- Collaborating with other designers and Developers to create intuitive, user-friendly software.

### Quality Assurance Engineer

Acklen Avenue

Jun 2015 – Aug 2015

- Reviewing quality specifications and technical design documents to provide timely and meaningful feedback.
- Creating detailed, comprehensive and well-structured test plans and test cases.
- Estimating, prioritizing, planning and coordinating quality testing activities.

### HTML & CSS Administrator

Laureate Int. Universities

Apr 2014 – Jun 2015

- Translate and maintain company's visual style guidelines.
- Executing all visual design stages from concept to final hand-off to engineering.
- Conceptualizing original website design ideas that bring simplicity and user friendliness to complex roadblocks.

### Web & Mobile designer

Freelance

Apr 2013 – Feb 2014

- Design conversion-oriented websites for different companies.
- Create digital marketing materials.
- Design user-friendly interfaces for mobile applications
- Enhance client's brand through digital solutions understanding market needs

## Education

### UNITEC

2008 - 2012

Graphic Design, Bachelor's degree.

## Skills & knowledge

### Research & strategy

- Agile
- Usability test
- Information Architecture
- Google Analytics
- Content Strategy
- SEO
- A/B testing
- A/B testing

### Design

- Sketch App
- Adobe CC
- Prototyping
- Wireframing
- Branding
- Principle
- IOS interface design
- Material design

### Code

- HTML
- CSS
- Javascript
- SASS
- Git/terminal
- JQuery
- Responsive Design

### Other skills i've develop

- Learner
- Passion for the web
- User is always right
- Humilty
- Team work
- Make people smile :)

## Languages

- English
- Spanish