Fernando Guevara

Product Designer | UX/UI Designer

🌐 ferguevara.com
✉ hi@ferguevara.com
📞 +34 692-72-31-75
🔵 Linkedin

Education

UNITEC University
Bachelor of Arts, Graphic Design

UXER School
Specialization Diploma in Design Research

Skills

Research & strategy
Agile, Lean Startup, User Interviews, Usability Testing, Google Analytics, Tas Analysis, A/B Testing, Journey Mapping

Design
Figma | Design Systems | Interaction Design | Adobe Creative Suite | Webflow | Framer | Prototyping | Maze | Adobe After Effects | Wireframing | Visual Design | Data Visualization | IOS Material design.

Development
HTML5 | CSS3| TailwindCSS | Github Responsive Design | Javascript |

Languages
English (Fluent)

Spanish (Native)

Licenses & certifications

Google UX Professional Certificate
Advanced Google Analytics - Google
The complete web development bootcamp - London App Brewery
Inbound marketing certification - HubSpot.

Summary

Digital product designer with over 8 years of experience, specializing in UX/UI with a focus on user-centered design. Passionate about creating intuitive interfaces and coherent design systems. Experienced in collaborative work with development teams to translate design visions into functional digital products. Committed to innovation and continuous improvement, using user feedback to validate hypotheses and optimize user experience. ***How about we schedule a time for a meeting? Let's connect!***

Work experience

Digital Product Designer | Acklen Avenue | Aug 2015 – Present

I have collaborated on multiple projects across various industries, working with companies ranging from startups to Fortune Global 500 corporations. My responsibilities have included:

- Gathering essential functional requirements for project development.
- Solving UX issues, such as usability or findability, through creative approaches.
- Conducting concept and usability testing, as well as collecting feedback to continuously improve.
- Analyzing and fulfilling product and business specifications, aligning them with user expectations.
- Designing interaction models and evaluating their effectiveness in enhancing user experience.
- Creating wireframes and prototypes focused on the needs of customers and users.
- Collaborating with other designers to develop attractive and functional designs.
- Discussing design ideas and prototypes with developers and stakeholders to ensure a shared vision.
- Maintaining clear and open communication across teams to ensure a cohesive design strategy.
- Staying informed about competitor products and industry trends to drive continuous improvement.

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 Admin | Laureate International Universities | Apr 2014 – Jun 2015

- Responsible for maintaining and developing websites for a wide network of universities.
- Translate and maintain the company's visual style guidelines.
- Executing all visual design stages from concept to final hand-off to engineering.
- Conceptualizing website design ideas that bring simplicity and user friendliness to complex roadblocks.
- Translated and maintained the company's visual style guidelines, ensuring consistency across all digital products.

Web & Mobile designer | Geminis Advertising | Apr 2013 – Feb 2014

- Responsible of enhance client's brand through digital solutions, understanding market needs
- Develop targeted websites optimized for marketing campaign conversion funnels.
- Create digital marketing materials.