

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 AvenueAug 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 AvenueJun 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. UniversitiesApr 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

FreelanceApr 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

- AgileUsability testInformation Architecture
- Google AnalyticsContent Strategy
- SEOA/B testing

Design

- Sketch AppAdobe CCPrototyping
- WireframingBrandingPrinciple
- IOS interface designMaterial design

Code

- HTMLCSSJavascriptSASS
- Git/terminalJQueryResponsive Design

Other skills i've develop

- LearnerPassion for the webUser is always right
- HumiltyTeam workMake people smile :)

Languages

- EnglishSpanish