

# Fernando Zapata

## Product Designer / XR Interaction Designer

Hola! I'm a Multimedia Designer from Argentina with 7+ years of experience working in the digital industry. Hablo Español, English and French. I'm passionate about understanding how people think and work.

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## Education

Coursera.org

UX & Interaction Design for AR/VR  
2021

Unity Learn

AR Development: Marketing Apps  
2020

Interaction Design Foundation

Mobile UX Design  
2019

Coursera.org

Human Computer Interaction  
2014

Flux IT

Design Thinking Crash Course  
2013

UNLP / Multimedia Design

University of La Plata, Argentina  
2008 - 2012

## Skills

Figma <3

User Research

Interviews

Usability review

Sketching

Wireframing

Agile Scrum

Design Thinking

## Hobbies

Craft beer brewer

Boardgames

Basketball

Spotify playlists generator

Cooking

## Work Experience

### SkyReal VR

Dec. 2021 - Present

I work alongside Software and Product team to define core interactions and user experience of the company's VR solution. My process and responsibilities included research, concepts, flows, VR prototyping, and delivery of specifications to our Software team. I'm also in charge of some of the Agile ceremonies

### Danaide

Mar. 2021 - Jun 2021

Hired as an UX Researcher. I carried out the discovery stage to be able to frame and understand the project. I conducted interviews with stakeholders and users. I was in charge of the direct relationship with the client and the meetings to show our work.

### APPIA

Nov. 2020 - April 2021

Worked as an UX Designer in this company dedicated to online finance.

My job consisted in developing the UI and Design System of the webapp by closely collaborate with dev team and the product manager.

### Burnout Multimedia Studio / Freelancer

Feb. 2011 - Jul. 2018

Front-end designer. Collaborated with colleagues to create a studio that developed and designed websites.

### Competir / Interaction Design & User Research

Dec. 2013 - Aug. 2014

UX Researcher position. Collaborated with developers, and designers to set up and improve a learning platform for children. My responsibilities included analysis, user flows, A/B testings and wireframes.

### Flux IT / UX Designer

May 2012 - Dec. 2013

I was a member of the UX team where we developed several guidelines for mobile apps, prototyped sites and company software (working always under Scrum methodologies). We also conducted user tests and interviews to better understand and serve user needs.

## Teaching Experience

### UNLP / University Adjunct Teacher

Mar. 2009 - Mar. 2015

Taught a University-level course in Multimedia Design.

Educated students in basic design concepts, brand and logo identity, icon systems, user interface, and a project culminating in a full interactive videogame.