

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.

 fernandozapata@protonmail.com

 Les Lilas - 93260

 Argentine

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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.