



FIDEL HERNANDEZ
CREATIVE CONSULTANT

UI/UX Designer
Frontend Developer
Illustrator
Branderist
Graphic Designer

ABOUT ME

Hybrid UI/UX Designer with a background in front-end development (ReactJS, Angular, Astro Build) and graphic design (visual identity, illustration, native & web UI/UX).

I'm passionate about user experience and interface design, so I combined my skills to create intuitive interfaces. I'm looking for a new challenge where I can lead creative teams and drive success for any organization.

EDUCATION

Systems Engineer
Universidad Autónoma de Nuevo León
(1992 - 1997)

Graphic Design and Marketing
Canada (on line)
LCI Education
(2002 - 2005)

SKILLS

- **Front-end Development:** ReactJS, Angular, Astro Build.
- **Graphic Design:** Visual identity, illustration, native and web UI/UX.
- **Intuitive Interface Creation:** Combining development and design skills.

PERSONALITY

- Creative
- Problem Solving
- Adaptability
- Self-learning
- Passion for UX and design
- Leadership

EXPERIENCE

FREELANCER

UI/UX, logo and graphic designer, and full-stack developer - Mexico

In the middle of the hiring process

Technologies: ReactJS, jQuery, Angular, Astro Build, PHP, JavaScript, TypeScript, HTML5, CSS3, SCSS (SASS), Markdown

Skills:

- **Web development:** Developed websites and web applications using various tools, methodologies, and strategies.
- **CMS:** Created custom CMS with PHP and MySQL or customized commercial CMS (WordPress, Joomla, Drupal, Magento).
- **UI development:** Programmed user interfaces, including SPAs with Angular.
- **Front-end development:** Created static pages with Astro.
- **UI/UX design:** Designed user interfaces and user experiences for various projects.
- **Branding:** Created brands for small businesses, including logo design, and brand usage manuals.
- **Illustration:** Created characters, backgrounds, and poses for illustration.

Achievements:

- **Innovative product development:** Utilized diverse tools and methodologies to create engaging websites and web applications.
- **Versatility:** Experience in back-end, front-end, UI/UX development, and branding.

Tools:

Git • BitBucket • WordPress • Netlify • Figma • Click Up • Trello • Affinity Designer • Affinity Publisher • Affinity Photo • Adobe Photoshop

ALTIMETRIK MEXICO, S.A. DE C.V.

Principal engineer - Guadalajara, JAL, MX

Jul 2021 - Jan 2023

Remote Position

Worked on remote with: Citi Bank, Ancestry, Guaranteed Rate, Altimetrik

Technologies: ReactJS, Angular, TypeScript, Adobe AEM, MAGNOLIA

Skills:

- **Programming:** Landing page, web portal, and mobile app development.
- **UI/UX Design:** Design strategies, wireframing, design team leadership.
- **Content migration:** Information transfer between CMS.
- **Prototyping:** Interactive prototype creation for API testing.

Achievements:

- **UX design** for fintech mobile app.
- **Successful content migration** to new CMS.
- **Prototype creation** for API testing.

Tools:

GIT • Figma • JIRA • Adobe Photoshop • Affinity Designer

METAGENICS, INC.

Frontend dev and UI/UX designer - Irvine, CA, US

Jan 2019 - Apr 2021

Remote Position

Technologies: Angular, PHP, JavaScript, TypeScript, HTML5, CSS3, SCSS (SASS)

Skills:

- **Web development:** Implementation of design improvements and interface updates for web portals and web applications.
- **API integration:** Content connection between CMS and portals.
- **UI/UX design:** Creation of interfaces for different devices and applications, including user experience, and iconography.
- **Teamwork:** Collaboration with design and development teams.

Achievements:

- **User experience improvements:** Implementation of design improvements for the medical clinic web application.
- **Interface development:** Design and development of interfaces for displaying medical results on office TVs.
- **Application planning:** Contribution of expertise in the user experience planning stage for applications.
- **New screen design:** Creation of interfaces for new processes in the web application, using Adobe XD, and Illustrator.

Tools:

GIT • Adobe XD • Adobe Illustrator • Adobe Photoshop • JIRA

WYNNE SYSTEMS, LLC.

UI developer and UI/UX designer - Aliso Viejo, CA, US

Aug 2018 - Jul 2019

Remote Position

Technologies: JavaScript, jQuery, HTML5, CSS3

Skills:

- **Web development:** Worked with Java (JSP) files, jQuery script injection, JS performance improvements.
- **UI design:** Creation and update of interface components, prototype design of applications with SketchApp.
- **Methodologies:** Application of the "Mobile First" philosophy in design.

Achievements:

- **Web application improvement:** Implementation of improvements in the web application, bug fixing, and development of new features in JS.
- **Prototype design:** Creation of prototypes of new applications with a focus on mobile experience.

Tools:

Sketch App • Adobe Illustrator • Adobe Photoshop • Asana



EXERTUS MARKETING, LLC.

Web Developer and UI designer - Carlsbad, CA, US

Sep 2015 - Jan 2018

Remote Position

Technologies: JavaScript, jQuery, HTML5, CSS3, PHP, SASS (SCSS), Markdown

Skills:

- **Web development:** Website creation from design files, WordPress theme and landing page development, plugin editing, animation development with CSS, and jQuery.
- **Integrations:** Web service (API) and form connection with platforms such as Campaign Monitor, PipeDrive, and MailChimp.
- **UI/UX design:** Iconography and widget design, conversion of designs to responsive websites.
- **Teamwork:** Participation in board meetings for decision making and collaboration on award-winning projects for their interactivity, usability, and animations.

Achievements:

- **Website development:** Creation of websites for clients such as Kodak Lens US, Everteam (France), XINK (Denmark), and the Texas and California Department of Motor Vehicles.
- **Landing page templates:** Creation of templates for HubSpot.
- **Widgets:** Development of an email signature generator.
- **Recognition:** Winner of awards for the interactivity, usability, and animations of websites.

Tools:

Sketch App • Adobe Illustrator • Adobe Photoshop • Asana • WordPress • GIT • InVision • Bitbucket

SONATA SERVICES, S.A. DE C.V.

Frontend developer - Tijuana, BC, MX

Jan 2014 - Sep 2015

Technologies: JavaScript, jQuery, HTML5, CSS3, PHP, SASS (SCSS), Angular

Skills:

- **Web development:** Website creation from designs, WordPress theme and landing page development, plugin editing, animation development with CSS, and jQuery.
- **Integrations:** Web service (API) connection with jQuery or Angular.
- **UI/UX design:** Iconography design.
- **Programming:** Experience in RoR, HTML, SCSS, and PHP.

Achievements:

- **Websites:** Creation of websites for clients such as *Creative Mob Agency (Exertus Marketing)*, and *Taylor Made*.
- **Landing pages:** Development of landing pages for WordPress.
- **Components and interfaces:** Creation of complete components and interfaces in PHP for *TicketBox*.
- **Recognition:** Work recognized by film studios such as *Relativity Media*, *Lionsgate*, *Bad Robot*, and *Legendary*.

Tools:

Sketch App • Adobe Illustrator • Adobe Photoshop • Asana • WordPress • GIT

PAYBOOK, LLC. [STARTUP]

Frontend developer - Austin, TX, US

Jul 2012 - Nov 2013

Remote Position

Technologies: JavaScript, jQuery, HTML5, CSS3, AngularJS

Skills:

- **Web development:** Web interface creation from designs, experience with jQuery, AngularJS and SPA (single page applications).
- **Version control:** Experience with Git.
- **Document processing:** Information extraction from documents, text conversion and categorization.

Achievements:

- **Founding team member:** Participation in the development of a web application from its inception.
- **Key feature implementation:** Creation of document and photo upload functionality, information extraction, text conversion and categorization.
- **Style management:** Implementation of a class standard for application styles.
- **Continuous learning:** Adaptation to new technologies such as AngularJS and Git.

Tools:

Adobe Illustrator • Adobe Photoshop • GIT



Technologies: JavaScript, jQuery, HTML, CSS, ColdFusion, PHP

Skills:

- **Leadership:** Led the e-commerce department and developed the main website with shopping cart functionality.
- **UI Development:** Created interfaces for web applications.
- **Graphic Design:** Designed marketing and sales print materials.
- **Web Development:** Experience with PHP, ColdFusion and SaSS.
- **Creativity:** Active member of the creative committee, designed ads and booths for national and international office furniture exhibitions.

Achievements:

- **E-commerce development:** Led the creation of the main website with shopping cart functionality.
- **Multidisciplinary design:** Applied graphic design and web development skills to various projects.
- **Brand building:** Participated in the creative committee to promote the company at trade shows.
- **Sub-site creation:** Developed a sub-site for Linea Italia.

Tools:

Adobe Illustrator • Adobe Photoshop • Adobe InDesign

COAHUILA STATE ADMINISTRATION

Web Developer - Saltillo, CO, MX

May 2005 - Dec 2009

Technologies: JavaScript, jQuery, HTML, CSS, PHP, MySQL, ActionScript

Skills:

- **Web development:** Back-end development with PHP and MySQL, front-end development with HTML, CSS and jQuery.
- **CMS development:** Creation of a Content Management System (CMS) for government portals.
- **Content management:** Review and authorization of content for government portals.
- **Graphic design:** Creation of illustrations for children's portals.

Achievements:

- **Government portal development:** Full development of the main portal, state history website and children's portal.
- **CMS functionalities:** Implementation of article creation, content updates and educational games for children.
- **Development from scratch:** Creation of the main portal front-end without using frameworks (only jQuery).

Tools:

Adobe Illustrator • Adobe Photoshop • Macromedia - Adobe Flash

METRO SOLUTIONS, S.A. DE C.V.

Web designer and creative director - Santa Catarina, NL, MX

Sep 2002 - May 2005

Technologies: JavaScript, jQuery, HTML, CSS, PHP, MySQL, ColdFusion, ActionScript

Skills:

- **Web design:** Design and development of websites for various clients.
- **Creative direction:** Leadership of creative teams and management of website image and development.
- **Software:** Experience in Macromedia Flash and ActionScript.

Achievements:

- **Professional growth:** Promoted from JR designer to creative director.
- **Team development:** Formation and leadership of creative teams.
- **Technology implementation:** Application of Macromedia Flash and ActionScript in website development.

Tools:

Adobe Illustrator • Adobe Photoshop • Macromedia Flash • Macromedia Fireworks



SOLUCIONES CELULARES, S.A. DE C.V.

Manager of Analysis and Quality Control - San Pedro Garza García, NL, MX

*Dec 1999 - May 2002***Skills:**

- **Data analysis:** Experience in billing analysis and script development in Progress for UNIX.
- **Leadership:** Leadership of work teams and project management.
- **Problem solving:** Ability to identify and solve billing problems.
- **Quality control:** Implementation of processes to ensure the quality of the billing process.

Achievements:

- **Rapid promotion:** Promoted from junior billing analyst to manager in less than 18 months.
 - **Solution development:** Created scripts to recover millions of pesos in lost revenue.
 - **Department creation:** Implemented a department to secure revenue and control billing quality.
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ALGODONERA DE BAJA CALIFORNIA, S.A. DE C.V.

Technical Support and System Administration - Mexicali, BC, MX

*Dec 1998 - Oct 1999***Skills:**

- **Software development:** Creation of internal tools with PowerBuilder.
- **System monitoring:** Supervision of servers and computer equipment.
- **Equipment maintenance:** Repair and maintenance of computer equipment and servers.
- **System administration:** User and system management in a Unix environment.
- **Data reconciliation:** Matching of actual inventory against billed inventory.

Achievements:

- **Comprehensive support:** Assistance to the technological needs of the company and its businesses.
 - **Solution development:** Creation of tools to optimize internal processes.
 - **Efficient maintenance:** Minimization of system downtime.
 - **Accurate monthly closing:** Successful reconciliation of actual and billed inventory.
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GRUPO CONTROL PRESUPUESTARIO, S.A. DE C.V.

JR Visual Basic Developer - San Pedro Garza García, NL, MX

*Jan 1998 - Nov 1998***Skills:**

- **Programming:** Experience in Visual Basic and SQL Server.
- **Fast learner:** First place in Visual Basic learning program.
- **Teamwork:** Experience working in a team to develop systems.

Achievements:

- **Selection as a JR programmer:** Obtained the position based on academic merits.
- **Systems development:** Creation of systems for the Chevrolet del Río dealership.

