(54) 11 6214-2046
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PORTFOLIO

FRANCISCO FERNÁNDEZ

PRODUCT DESIGNER |UX DESIGNER | WEB DESIGNER

Product, UX/UI and web designer with over 20 years of experience creating user-centered digital solutions. Passionate about designing intuitive, accessible, and engaging experiences. Strong ability to turn ideas into functional products while collaborating with cross-functional teams in agile environments. Proficient in Figma, HTML, CSS, JavaScript, and modern frameworks. Proven experience with Design Thinking, design systems, wireframes, high-fidelity prototypes, and usability testing.

SKILLS

UX/UI Design: User research, wireframing, high-fidelity prototyping, usability testing, interaction design, design systems.

Tools: Figma, Lunacy, Adobe XD, Photoshop, Illustrator.

Web Development: HTML5, CSS3, JavaScript (ES6+), PHP, ReactJS, CodeIgniter, WordPress, Django.

Methodologies: Design Thinking, Agile (Scrum/Kanban).

Collaboration: Effective communication, teamwork, project planning, Git version control.

Languages: Spanish (Native) / English (Intermediate (C2 EF SET) - https://cert.efset.org/WP52Fr

RELEVANT EXPERIENCE

INAES – National Institute of Cooperativism and Social Economy, Ciudad de Buenos Aires — *UX/UI Designer & Web Developer*

JULY 2017 – PRESENT

- UX design and UI development for internal institutional platforms.
- Maintenance and redesign of the official website and internal intranet.
- Created interactive prototypes to optimize workflows and improve user experience.
- Collaborated with technical and administrative teams using agile methodologies.

EDUCATION

City Government of Buenos Aires, Ciudad de Buenos Aires — *UX DESIGN (currently enrolled)*