

FRANCISCO FERNÁNDEZ

PRODUCT DESIGNER | WEB DEVELOPER

Senior Product & UX/UI Designer with 20+ years of experience. Expert in turning complex problems into intuitive, accessible digital solutions. Proven track record in improving operational efficiency by 30% through user-centered design and interactive prototyping. Strong background in front-end development (HTML/CSS/JS), facilitating seamless collaboration with engineering teams. Experienced in integrating AI-driven solutions to enhance user engagement and streamline web workflows.

SKILLS

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

Tools: Figma, Photoshop, Illustrator, Whimsical.

AI & Emerging Tech: Prompt Engineering for Design, AI-powered prototyping, integration of LLMs in web interfaces.

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

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

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

Languages: Spanish (Native) / English (Fluent (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

- **Led** UX design and UI development for two key internal platforms, improving operational efficiency and reducing data entry errors by 30%.
- **Modernized** legacy workflows by transitioning complex Excel/VBA systems into a web-based platform using AI-assisted development, resulting in a 30% increase in operational efficiency.
- **Coordinated** the redesign of the official website and intranet, achieving a 40% increase in accessibility and a 15% decrease in support inquiries.

EDUCATION

UX/UI Design Certification: City Government of Buenos Aires
([July/December](#) 2025)