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# FRANCISCO FERNÁNDEZ

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## 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)