

# Fravic Fernando

[FRAVIC.COM](http://FRAVIC.COM)

## EMPLOYMENT

### **Atomic**

UX Engineer, San Francisco  
2 years (Jul 2013 - Present)

Designed visuals, prototypes, and wireframes for three portfolio companies. Worked closely with multiple engineering and product teams, simultaneously:

**Accuvit** - Transcripts and analytics for inside sales (beta)

**Everalbum** - Mobile photo app: 2.1 billion photos backed up

**Zenreach** - Marketing tools loved by 1000+ businesses

### **Twitter**

PM Intern, San Francisco  
4 months (Summer 2012)

Shipped features to drive user retention. Examined data to make product decisions. Connected engineering to design and other stakeholders.

### **Microsoft**

UX PM Intern, Bellevue  
4 months (Winter 2012)

Prototyped data-driven UIs for Bing Mobile. Ran user studies at Microsoft's UX labs. Worked with designers and developers to improve image search.

### **Facebook**

Front-End Intern, Palo Alto  
4 months (Summer 2011)

Developed front-end features for the homepage News Feed. Iterated quickly alongside designers to build product improvements based on usability studies.

### **Facebook**

Data Science Intern, Palo Alto  
4 months (Fall 2010)

Studied Facebook user data using MapReduce. Visualized and presented results. Wrote an internal HTML5 canvas app to visualize data pipelines and dependencies.

### **XMG Studio**

Intern, Toronto, 4 months (2010)

Developed an iOS game framework using Open GL ES, and prototyped two games on the framework.

### **Xtreme Labs**

Intern, Toronto, 4 months (2009)

Developed web apps (Ruby on Rails, Flash) and iOS apps for the clients of Xtreme Labs (now part of Pivotal Software).

## OTHER PROJECTS

### **Facebook Hack**

Dec '12

Built an iOS app that won the 2012 Facebook Global Hackathon, using NLP and speech-to-text libraries.

### **CoverPhotoFinder**

Sep '11

Built a cover photo sharing site that was covered by Mashable. Monthly page views: ~350,000.

### **CuriousSnakes**

Aug '11

Created a visualization of AOL search data. Won a visualization competition at Adobe's SF HQ.

## SUMMARY

Software product designer with a focus on visuals and interaction prototyping. Two years of working design experience and two years of internship experience in product management and front-end development.

## TOOLS

**Design:** Photoshop, Illustrator, InDesign, Origami, Framers.js, InVision, Pencil, Whiteboard

**Development:** JavaScript, Polymer (web components), React, Node.js, Jekyll, Objective-C, Interface Builder, SASS, CSS, HTML

## EDUCATION

### **University of Waterloo**

5 years (Sep. '08 - Apr. '13)  
Bachelor of Software Engineering

## CONTACT

fravicz@gmail.com  
[fravic.com](http://fravic.com)