

# FERNANDO SOTO

Passionate product designer currently helping to define the overall experience and visual interface of CIC Consulting Informático products and the brand and marketing strategy around them. 4 years experience wireframing, coding, prototyping and conceptualizing digital products alongside engineers and business developers. Freelancing has given me the chance to solve design problems from start to finish and achieve valuable experience of project ownership.

## Work experience

### PRODUCT DESIGNER

#### CIC Consulting Informático

October 2013 - Present

CIC is an IT solutions and services consulting company that helps its customers with personalized services of consultancy, application development services, verticalized solutions and IT services.

As one of the main product designers, I have taken responsibility for all stages of the product design process and decisions. Being the only one leading the design process has given me the chance to build solid foundations with research and setup a faster and efficient process that let us develop more functional and adaptable products.

Alongside a team of engineers we have developed and designed over +20 digital solutions, such as project management web apps, monitoring dashboards, social media iOS and Android apps, customer service websites and corporate digital solutions for many of the biggest energy utilities and renewable energy corporations, consultancy firms, public services and enterprises and more.

## Skills



Product design



UX design



UI design



Interaction Design

HTML / CSS

JavaScript

Wordpress

GIT / SVN

Sass / Responsive web

Vue.js

Design Systems

User centered design

Prototyping / Wireframing

Multidevice design

Design strategy

Photoshop / Illustrator / AE

## Education

Cesine Centro Universitario, Santander

### Bachelor Honours Degree in Industrial Design and Multimedia Engineering

2010 - 2014

AIT, Ireland

### Bachelor of Arts in Design (Communications)

International student 2011 - 2012