

MARIO FERNANDEZ

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Positive, energetic and curious individual, passionate about design and technology. Designing with a goal and the user at it's centre, coming up with solutions for people with people... Oh and I also like good food!

Skills

- Technical Skills:** Adobe Creative Suite, Sketch, InvisionApp, Final Cut Pro & Premiere Pro, HTML & CSS, Azure, Balsamiq, Cinema 4D, Processing & Arduino.
- Creative Skills:** Brainstorming & Concept generation, Planning & Strategic thinking, Research & Development, Creative Direction, Video Production, Interaction Design.

Experience

Product Designer @Cube Online [Apr17 - Current]

Small business champions building and testing products in a week

Working at Cube Online as a natural lead and brand guardian I work across all digital channels and platforms, doing all things UX&D from scratch (Product strategy, design thinking, wireframes, rapid testing, mockups and final specs for the DEV team).

As part of a small team, I got the experience of working within an agile environment where I can iterate easily and communicate within different departments in a lean way, where we can share and learn together.

Duties & tasks: Website design, UI & UX, Logo Design, Front-End Designer/Developer, SEO.

Digital Designer @The Life Wall Company [Mar16 - Apr17]

From concept to MVP and delivery in 10 months

Working on the end to end UX/UI and Marketing process for Life Wall products. Using agile methodology across teams, wireframing and mocking up new concepts and user flows across platform (mobile first).

Also providing all marketing purpose designs from Online campaigns, newsletters, print stuff and social media.

Duties & tasks: UI/UX, Concept & strategy, Print design, Branding, Photo-Videoshooting and video editing.

Designer @FOODit [Sep15 - Mar16]

Reinventing the way people discover food online

Design for print and web. Update styleguide for products such as CentralDish. Support Principal Designer, Product Manager and Front End Developers with their daily tasks and activities.

Duties & tasks: UI & UX Design, Image manipulation, Web design, Print design.

Visual Customer Experience @FOODit [Jun14 - Sep15]

All in one EPOS solution for restaurants & takeaways

Looking after customers across all of their channels, ensuring the best customer experience and keeping their brand consistency in line with their business needs, being involved in every project as a designer, content editor and customer support.

Duties & tasks: Offline Marketing design, SEO, Brand communications materials, Social Media design, Photo-Videoshooting, UI/UX Design (Wireframes & layout design).

I **Creative Designer @Mariofdez.com** [Jun13 - Current]

Built a Book sale/exchange platform for City University students

Designed and supported web built for individuals, small companies and startups. Building and nourishing relationship with the client, working closely with them and make them always part of the journey has made me learn and understand their business and their needs. Always seeking the best ways to help business reach their goals and expand to unknown territories.

Duties & tasks: Website design, UI & UX, Logo Design, Front-End Designer/Developer, SEO, Film maker and Video Editor.

I **Digital Designer @AVMC studios** [Nov12 - Jun13]

As part of a team of 5, pitched for a wide variety of projects from events, online campaigns, website and video.

Duties & tasks: Art working (Ps, Ai, In), Project management, Video

Education

I **Interaction Design @Coursera** [Sep16-now]

Human-Centered design, Design Principles, Social Computing, Input and Interaction, User Research and Prototyping, Information Design, Running and Analyzing Experiments and Capstone Project.

I **Digital Marketing @RED Academy** [Oct17-Dec17]

Digital Marketing Strategy, Google Analytics, SEO, Google AdWords, Segmenting and Targeting, Content Creation and Strategy, Social Media Management & Advertising, Conversion Optimization and A/B testing.

I **BA Digital Media Design @UAL (2:1)** [Sep09-Jul12]

Deep dive into: How to deliver unique computer generated designs based on an interactive user based experience. I created an Interactive Installation (Gen.U) which involved; C++, Java, Javascript, Linux, Processing, Arduino and Premiere.

I **BTEC Multimedia @Croydon College (AAA)** [Sep07-Jun09]

Exploration into an Interactive Journey throughout the creative process built in Flash/ActionScript 3.

Personal Development

I **Designer & Host @Hackney Downs FA** [Sep14-Current]

The Hackney Downs FA is part of The Food Assembly, a startup company facilitating people to get together and buy food directly from local farmers and foodmakers – making middlemen obsolete.

Tasks & responsibilities: Offline marketing design, Social media design, Photo & Video production.

I **Tech Entrepreneurship @Stanford University Online** [Sep13-Feb14]

App development proposal: UK bikers who want a hassle free ride around the city. Ride ON is an app for Google Glasses and aims to provide on the spot information on safety, cycling routes, weather and cycling facilities.

Interests & hobbies

I **like** to be up to date with the latest news and trends in art, design and technology.

I **enjoy** going to art exhibitions, events and conferences such as Service Design Lab meetup, CUXA, Digital Dumbo, Hardware pioneers, Smashing Conf, DiBi and Wearable Futures.

I **do** cycle everywhere, swim, snowboard, scuba dive and... Cook awesome food!

[Burn after reading!](#) Only the curious dare...