

# MARIO FERNANDEZ

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

## Experience

### I UX Designer @HSBC (contract) [Aug19 - Current]

I design and deliver 'end to end' UX solutions for a native iOS B2B app. I work in a scrumb agile team where I have to challenge the UX strategy with the stakeholders. Part of my daily activities are assisting and supporting the UI Designer and the DEV team to make sure we keep the consistency across the digital standards of the app and from HSBC, we also apply UCD methodologies to improve and challenge the product's roadmap.

On the other hand, I also run workshops and brainstorm sessions, sprints, do user research, journey mapping, user flows, wireframes, critique sessions, prototyping and presentations.

### I UI & UX Designer @Barclays UK [Jun18 - Jul19]

Drive innovative ideas to keep the Digital Design team at the forefront of digital design.

Work with key stakeholders across the business, to leverage expertise in customer insight, technology and product to rapidly develop and progress innovative ideas and solutions to meet customer needs.

Synthesise the latest thinking and applying it to the unique circumstances of Barclays Insurance, including developing new patterns and behaviours in user interfaces.

Work from upstream design specifications (wireframes and the equivalent), or from suggested approaches, developing a variety of graphical design artefacts.

Collaborate with UX researcher for research, user testing and other different methods of research.

### I Freelance UI & UX Designer @Mariofdez.com [Jan18 - May18]

Website UX&D from scratch (wireframes, mockups and final specs for the DEV team).

Liasing with different senior stakeholders for a variety of website projects.

**Clients:** Pebble Studios, Spinview UK and HearHere agency

### I Product Designer @Cube Online [Apr17 - Nov17]

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.

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

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.

## I Designer @FOODit [Sep15 - Mar16]

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.

## I Visual Customer Experience @FOODit [Jun14 - Sep15]

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 - June14]

Designed and supported web built for individuals, small companies and startups.

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

## 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

## Skills

- I **Technical Skills:** UX, UI, Design thinking, Wireframes, Prototyping, User Flows, User stories, Personas, Style guides, Responsive
- I **Tools:** Adobe Creative Suite, Sketch, InvisionApp, Proto.io, HTML & CSS, Premiere Pro

## Education

- I **Interaction Design @Coursera** [Sep16]
- I **Digital Marketing @RED Academy** [Oct17-Dec17]
- I **BA Digital Media Design @UAL (2:1)** [Sep09-Jul12]
- I **BTEC Multimedia @Croydon College (AAA)** [Sep07-Jun09]

## Personal Development

- I **Designer & Host @Hackney Downs FA** [Sep14-Oct15]
- I **Tech Entrepreneurship @Stanford University Online** [Sep13-Feb14]

## 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!

Thank you!