

# JOE FERNANDEZ

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UX | UI Designer

## LONG STORY SHORT

Hello. As a UX designer and thoughtful leader driven by analytical thinking, I strive to use my UX skills to help develop solutions that meet the user needs and company goals harmoniously. I combine management & entrepreneurial experience with over 20 years within the creative field and bring a wide set of skills and experience that, once combined are greater than their parts.

### I KNOW

- UX & UI Design
- User Research
- User Testing
- Prototyping
- Creative Team Management
- Adobe Xd, Figma & UxPin
- Worldwide Vendor Management
- Localization

### STRENGTHS

- Thoughtful listener and pro-active problem solver with the ability to see the big picture and interactions at critical points in time. Identify issues and provide solutions before they arise, create project plans that include review paths and connection points to allow the work to build rather than spin.
- Adaptable and ultra-efficient project management style that includes workload balancing/prioritization and completion of numerous creative projects to date.
- Substantial experience working with top consumer brands to produce state-of-the-art manufactured consumer products. Experienced in marketing materials in all media applications.
- Superior staff and vendor management skills—including hiring, mentoring, and leading cross-functional project teams comprised of: Brand Management, Creative Directors, Digital Artists, Illustrators, Production Specialist and Engineers.

## TIME WELL SPENT

### Print Ritual, | Renton, WA | 2021

#### UX Designer

- Researcher and designer for new website and campaign to help establish greater returns in online wholesale and retail.
- Information architecture analysis with a goal to increase conversion and retention rate.
- Building functionality to eliminate third party costs to wholesale process saving up to 20% from each sale.

### Newrizon, | Atlanta, GA | 2021

#### UX/UI Designer

- 3-week design sprint gathering research to design platform to house their online learning platform.
- Created brand identity for company including logo, typography and color palate.
- Lead UX research and client communication.
- Collaborated with teammates as a Design and Prototype Lead.

### General Assembly, UX/UI Design Immersive | Atlanta, GA | 2020 - 2021

#### Student

Learned UX Design Concepts through

- A 12-week UX design immersive with over 500+ hours of professional training and collaborative projects.
- Topics covered: user flows, personas, synthesis, information architecture, low to high fidelity prototyping, mobile and desktop interfaces, Jobs to be Done thinking and much more as well.
- Studied research strategies and design thinking methodology and practices.
- Discussed user-centric creative strategies and the business of design.

### Steaks of Washington d.b.a Steak 'n Shake | Seattle, WA | 2010 - 2020

#### Owner/Operator

- Planned opening of Steak 'n Shake Restaurant - pro forma, business plan, financing, site location.
- Managing all aspects of the business (Accounting, Marketing, Budgeting, HR and PR)

## **Diono | Puyallup, WA | 2012 - 2015**

### *Creative Services Manager*

- Managed team of graphic designers and executed projects for packaging and web.
- Maintained user manuals and packaging version histories to keep in line with US (NHTSA), CA (Transport Canada) and EU rigorous car seat regulations.
- Lead communicator with overseas vendors, ensuring efficient hand-off of digital assets to manufacturer.
- Localized packaging and other print material into as many as 12 markets.
- Composited images of products as they went through heavy production changes saving time and cost in the design stages of packaging approval process.

## **Wizards of the Coast | Renton, WA | 1998 - 2008**

### *Senior Manager Creative Production Services*

- Directly responsible for the consistent quality and efficient utilization of 17-member art production team. Managed client relations and communicated status reports on all projects through weekly brand meetings. Responsible for the hiring and development of creative staff through training, process updates, and workflow procedures. Developed standards and technical documentation. Led troubleshooting efforts and tracked all errors. Developed system to improve localization of Magic the Gathering. Worked with worldwide vendors to ensure spec adherence and development of new technological and creative applications.
- Acting Director of Creative Service for nine months through 2006 and 2007. Managed a staff of 45 employees in Art Direction, Design and Production. Oversaw, from concept to approved file, the production of every game made at Wizards of the Coast, ensuring the delivery of beautifully-crafted products that met spec, cost, and schedule. Managed the \$2 million art budget, approved artist contracts, worked with all creative services clients to innovate brand visuals and meet brand initiatives.
- Created proposal to executive committee for Creative Service department to redesign MtGO 3.0 whose original design, created from within another department, was rejected. After getting the green light, we were given two months to redesign what originally took two years to build. I acted as the conduit and lead, meeting daily with the client to ensure the delivery of every piece of art. It was an overwhelming success and saved the company approximately \$300,000 in vendor fees.
- Analyzed internal development processes and devised an innovative strategy that safely eliminated the prepress stage. This process, using press ready PDF files, saved \$1.2 million a year while removing several weeks in our product development schedule. Exacting timing and precision were required due to the logistics of the international vendors in China, Japan, the United Kingdom, Belgium as well as the US. The process, technical specs, schedules and training all had fit together with careful precision. The end result yielded faster development and fewer errors as well as cost savings.

## **MTV Networks | Seattle, WA | 1995 - 1998**

### *Digital Artist*

- Produced artwork for print, multimedia and video for Viacom companies: MTV, VH1, Nickelodeon, Nick at Nite, Paramount, TV Land, and MTV2. Worked closely with the network's creative teams and was called on to deliver consistently stellar art for projects that included: an interactive kiosk for the Choose or Lose bus, MTV's VMA program guide and marketing material, an Aeon Flux marketing poster for the video release, an interactive presentation for MTV's ad sales team and many more.

## **BUT WAIT, THERE'S MORE**

I also enjoy hiking the great trails of the PNW, working on all types of home projects and learning new skills. This past year I have picked up bread making, sewing and wood carving!

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