

JOE FERNANDEZ

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UX Designer | CSM 

LONG STORY SHORT

Hello. As a passionate UX designer and Certified Scrum Master driven by analytical thinking and human centered design, I strive to use my skills to help develop substantive solutions that meet the user needs and company goals harmoniously. I combine management & entrepreneurial spirit with years of experience within the creative field.

I KNOW

- UX & UI Design
- Information Architecture
- Wireframing
- Prototyping
- UX Research Methodologies
- Agile and Scrum Methodologies
- User Research
- Usability Testing
- Adobe Creative Suite
- Figma, UXPin, Adobe XD
- Balsamiq
- Miro

STRENGTHS

- Active listener and proactive problem solver with the ability to identify issues and address them appropriately. Creative thinker using quantitative and qualitative data to establish the ground work into inquiry and time-tested solutions.
- Adaptable and ultra-efficient project management style that includes workload balancing/prioritization and completion of numerous creative projects to date. Trained in Agile, Scrum and Kanban workflows.
- Substantial experience working with top consumer brands to produce state-of-the-art manufactured consumer products. Experienced in marketing materials in all media applications.

TIME WELL SPENT

Bandwidth Avenue, | Seattle, WA |

2021 *UX Designer*

- Designer of new site to improve usability and functionality while improving UI, bringing it to current standards.

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.

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.

BUT WAIT, THERE'S MORE

I also enjoy hiking the great trails of the PNW, cycling, working on all types of home projects and learning new crafts.

North Bend, WA • joefer@mac.com

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