

Diego Fernandez

Product designer with over 10 years of experience understanding business goals, designing experience-based solutions and bringing platform agnostic products to market.

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madebydiego.com

Experience

Design/Product Lead, Welcome Commerce (2013 - Present)

- Managed the consumer-facing product portfolio, including the implementation of accessibility options and in-store experiences
- Oversaw R&D efforts and contributed to the launch of pilot programs for experimental products
- Developed internal design systems to support product, engineering and marketing content branches
- Recruited and mentored designers in my team

Product Designer, Russtel (2012 - 2013)

- Managed the platform design and development for Spanish-speaking targeted products
- Planned and executed research projects to validate service pricing, branding, and platform messaging
- Implement project management processes across remote teams in India and Ukraine

Designer/Partner, Orange 612 (2010 - 2012)

- Managed all design and user experience related projects
- Maintained and nurtured all local e-commerce related SMB accounts

Product Design Consultant (2009 - 2013)

Worked with early startups, agencies and government organizations in their digital products:

- Provided product advice prior to implementation in order to identify the most effective solutions
- Developed audits, wireframes, user flows, and visual compositions across web, mobile, and native platforms
- Provided brand identity services and asset delivery workflows

Side Projects

Sensive.co (2018)

Sensive is a design collaboration platform for product teams. Since launch earlier this year we've released features to help designers automatically document the evolution of design documents without changing their workflows

Education

Universidad San Francisco Xavier de Chuquisaca, Medicine (2007 - 2009)

Tools/Technology

Visual Design: Sketch, Figma, Adobe Creative Suite

Tech Knowledge: HTML/CSS, Ruby on Rails, React