

Diego Fernandez

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During almost a decade of developing and scaling digital products, I have successfully collaborated with teams around the world to innovate and redefine the future of e-commerce. Currently heading design at Welcome, I work to ideate, strategize and launch exciting digital products worldwide.

With specific expertise in user experience and visual design, my approach relies on utilizing existing data and active research, identifying opportunities to improve the user experience in new and progressive ways. I also consult on a number of independent projects in all aspects of product design, such as product management, branding, marketing, and social strategy and execution.

EXPERIENCE

Welcome Commerce, New York, NY 2013-present

Formerly known as ChatID, Welcome is a SaaS company with a vision of a future in which consumers can easily access the right expertise at any time, wherever they may be.

Welcome's conversation platform and technology stack represented a tremendous opportunity for me as a designer to help maintain, innovate and evolve the landscape.

- Head of design and creative content development, across the company.
- Research and experimentation lead, driving innovation and exploration in all projects.
- Actively worked on the planning and adaptation of product roadmaps.
- Designed and helped implement the whole product line across desktop, mobile and in-store
- Designed and implemented research, design and product validation processes.
- Integral to the initial adoption and later adaptation of engineering processes.
- Assisted the creation and later optimization of our go-to-market strategies
- Successfully launched more than 10 partner pilot programs with Fortune 100 companies.
- Recruited and mentored interns, helping secure full-time positions within the company.
- Successfully scaled the product team and established a new marketing team, more than tripling the total team size.

Russtel, New York, NY 2012-2013

When Russtel - a VoIP telecommunications provider - realized an expansion from wholesale to a consumer-facing market, I was offered an exciting opportunity to become an integral part of scaling the business and leading the drive forward to introduce new and innovative mobile products to market.

- Led on all visual design and marketing for an ambitious new consumer app project.
- Strategized the re-launch of Happytel, a newly established brand following an internal merger.
- Led the prototyping and validation efforts for new consumer facing products.
- Managed the planning and adaptation of product roadmaps.
- Managed web, Android and iOS app implementation.
- Full management and collaboration with remote teams in Ukraine and India.

Orange 612, Lima, Peru 2010-2013

While working as a freelance designer and consultant, I collaborated with a small group of like-minded professionals to establish and become a founding partner of Orange 612 - a digital services agency based in Lima, Peru. Here, I developed the agency to build a strong reputation as the go-to consultancy for SMBs wanting to improve their digital presence.

- Founding partner of this multi-service digital agency, spanning development, design services, and strategy consultancy.
- Creative and strategic lead for all user experience and visual design.
- Extensive experience in the management of multiple client accounts, developing long term relationships and identifying new project opportunities.
- Successfully scaled the team from three to seven, enabling the contracting of new work.

User experience and design consultant, 2010-2014

As a consultant I have collaborated on a number of UX and product design projects with agencies, small startups and government organizations, including:

- **iBillionaire**
Supported the initial launch of its IBLN ETF
- **Pickie**

Projects focused on the onboarding of new users to its platform

- **Screen Time**

Concept improvement and redesign of the digital experience to its target audience.

- **ECPA Americas**

Supported the design and implementation of its website and marketing materials.

- **Ministry of Culture in Peru**

Development of *Alerta Contra el Racismo*, a web platform to report racist and classist incidents in Lima, Peru.

- **BlackSheep Digital**

Worked with a remote team in Santiago, Chile to rebrand the Social Media Division.