





CHERLY FERNANDEZ

UI / UX DESIGNER



-  646-387-3289
-  cherlycfernandez@gmail.com
-  Greater Seattle Area
-  cherlyfernandez.com

SKILLS

VISUAL & UI/UX

- Visual design
- User research
- Wireframing
- User Interface design
- Interaction design
- Mockups / sketching
- Design thinking
- Prototyping
- Usability testing
- User flows
- Information architecture
- Designing at scale
- Basic understanding of HTML & CSS

TOOLS

- Figma
- Miro
- Adobe Photoshop
- Adobe Premiere Pro Video Editing
- SketchUp 3D Modeling

PERSONAL

- Team collaboration
- Highly organized
- Bilingual (English & Tagalog)

DESIGN EXPERIENCE

F-DROID, UI/UX DESIGNER (PART-TIME)

Oct 2022- Present

- Conducting online user interviews to better understand the product users, their needs, behavior, desires, and frustrations towards the current app store.
- Conducting competitive research to understand how F-Droid can distinguish itself from other app stores.

SKETCHY, UI/UX DESIGN INTERN

Mar 2022 - Apr 2022

- Collaborated with a team of designers on a community-based learning feature for Sketchy's MCAT curriculum.
- Designed the overall visual layout, interaction, and interface of the mobile-web and desktop experiences in compliance with existing Design Systems and based on user insights.
- Conducted user interviews to understand how a community-based learning can help students with their study.

AMAZON, PROGRAM / PROJECT MANAGER I

Nov 2018 - Mar 2020

- Designed an Alexa voice assistance using Amazon Echo, to provide clients quick and easy access to legal support, resources, and on-boarding guidance. I conducted product research, user interviews, usability testing, and applied UX writing to feed Alexa the relevant information.
- Designed a desktop approval tool that helps streamline the review and approval process for use of Amazon Data Sets and reduce email churn.
- Owned and drove projects and tasks from beginning to completion
- Identified opportunities to improve efficiency and ease of use of tools and websites by conducting surveys, scheduling 1 on 1 interviews with clients, and conducting quarterly reviews.
- Managed project timelines, stakeholders, and ensured deadlines are met in a timely manner.

EDUCATION

SPRINGBOARD

UI/UX Design Career Track
Certification | 1/2021 - 6/2022

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Human-Computer Interaction for
User Experience Design
Certification I Completed June 2020

DE LA SALLE SAINT BENILDE

Consular & Diplomatic Affairs
Bachelor's Degree | Graduated 2008

AWARDS

2019 AMAZON LEADERSHIP AWARD

Insist on Highest Standards
For creating and operationalizing
the Confidentiality Program

2017 AMAZON LEADERSHIP AWARD

Dive Deep & Insist on Highest Standards
For developing an automated
Confidentiality Disclosure Tracker

2016 AMAZON LEADERSHIP AWARD

Invent & Simplify
For building a central resource website
for the legal team

REFERENCE

Available upon request.

- Ran weekly meetings to provide updates on projects, raise issues, align on next steps, and communicate decisions to stakeholders and the broader cross-functional team, and ensured decisions are properly implemented.
- Established program tenets, designed project roadmaps, developed success metrics, managed stakeholders, and created task tables.

AMAZON, LEGAL ASSISTANT

Apr 2016 - Nov 2018

- Designed and managed team-facing and business-facing websites.
- Collaborated closely with engineers to build automated processing tools.
- Created highly engaging and visually appealing presentations for large company events, high stake Amazon audiences, including Legal Summits, all-hands meeting, and AGC presentations.
- Designed online video training materials to educate new hires.

MICROSOFT, IMMIGRATION ADMIN SPECIALIST

Jan 2014 - Mar 2016

- Prepared and submitted over two thousand non-immigrant visa applications yearly to the USCIS.
- Responsible for all aspects of case management such as, monitoring all stages of the application, and gathering of client documents to ensure accuracy and completeness.
- Created an organized system which made processing and locating of cases and original legal documents more efficiently.

BRITISH CONSULATE GENERAL, IMMIGRATION ASSISTANT

Apr 2013 - Oct 2013

- Assisted Immigration officers in reviewing and obtaining supporting documents for all non- immigrant visa applications to the UK.
- Communicated by email and in person to foreign nationals regarding all stages of their non- immigrant status application.
- Designed a systematic chart to track timely arrivals of applications.

UI/UX DESIGN PROJECTS

SPRINGBOARD, JAN 2021 - JUN 2022

Project#1: **Mobile-Operated Pastry Vending Machine** | Product Designer

- Designed an end-to-end touch-free pastry purchasing experience, to help reduce the risk of Covid-19 transmission through publicly accessible surfaces.
- Conducted user research, created user flow, wireframes, mockups, and prototypes using Figma.
- Facilitated in-person and online user interviews to better understand the product users, their needs, behavior, desires, and frustrations towards the current pastry purchasing process.
- Synthesized research by applying UI UX design methodologies such as affinity mapping
- Created wireframes to understand the application's flow, key contents, and functionality
- Designed and iterated 3D models to better visualize the user experience
- Developed style guide to establish design/UI consistency
- Created high-fidelity mockups as basis for the prototype
- Conducted usability testing to validate the mobile application's key features and usability

Project#2: **Luxury Fashion Mobile-Web Virtual Store** | UI/UX Designer

- Reviewed existing research data to understand the problem space
- Conducted primary and secondary research to learn from competitors and inspire solution
- Facilitated in-person and online user interviews to gain understanding of target users, thus allowing me to better empathize and create user persona.
- Created user flow to identify the website's content, key features, and functionalities, and to allow me to create a minimum viable product (MVP).
- Explored/brainstormed solutions through low-fidelity sketches
- Created wireframes to assess the application's flow, functionality, and identify key contents.
- Developed style guide to establish design/UI consistency
- Created high-fidelity mockups as a basis for the prototype
- Built prototype using Figma for user testing
- Conducted usability testing to validate the solution, key features, and overall ease of use.
- Reviewed final test results and incorporated feedback accordingly

Project#3: **Google Design Sprint: CityPups Dog Adoption Aggregator Website** | UI/UX Designer

- Designed a high-fidelity user flow for matchmaking users to suitable dogs including UX edge cases.
- Reviewed existing research data from CityPups to understand the problem space
- Created storyboard to identify final user flow
- Built prototype using Figma for user testing
- Conducted usability testing to validate solution idea
- Reviewed final test results and incorporated feedback accordingly before launch.