

Elaine Fernández

UX/UI DESIGNER | ARCHITECT

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We are transitioning from a physical to a virtual world in our everyday life. Congruently, I've transitioned my **10 years of experience** in the physical world of design (**interiors, products and graphics**) to the virtual space of UX/UI, an area where my goal as a designer is to be able to build links between a product and its users

EXPERIENCE

UI Designer - Freelancer / Emely Tours Travel Agency

Santo Domingo, DR (Remote) / Present

- Identifying, debug and proposed solutions of company's website issues
- Defining workflows based on the usability and conduct end-user
- Developing sitemaps, wireframes, interface mockups and prototypes

Key Account - Contract & Franchises Projects / Porcelanosa Group

PG is one of the most important ceramics manufacturers and retailers in the world, offering furniture, kitchen, bath items, and construction solutions for contemporary architecture.

Barcelona, Spain / Nov 2017 - Jan 2021

- Lead meetings with prospective clients (architects, designers, promoters) to identify and qualify their needs and suggest appropriate products
- Promoted initiatives with the team to improve the experience of our clients
- Developed new business opportunities such as: McLaren, Seat, Inditex, Subway, Aena (Barcelona-El Prat Airport)
- Increased up to 10% of the sales of the annual objective of my Department

Interior Architect / Residential and Contract Projects

Barcelona, Spain / Sept 2015 - Aug 2017

- Generated new design concepts, mood boards and drawings
- Provided design solutions that met needs and budgets without compromising quality or design
- Follow-up and site visits to verify its correct execution and guarantee the established times

Design Consultant / Graphic and Product Design Projects

Houston, TX (Remote) / May 2013 - June 2015

- Designed all digital promotional materials (Pop-up banner, social media visuals) for different marketing campaign for Bachelor Shoes, increasing the number of leads and sales by 15%
- Designed of the watch face for the Bhaskara line and Sport Line by BS
- Designed and developed corporate identity, logo and packaging of the footwear brand Two Trumpets in less than the allotted time.

EDUCATION

UX/UI DESIGN DIPLOMA

Cornerstone International College
Jan 2023 - Present, Vancouver, BC

UX/UI DESIGN BOOTCAMP

Immune Technology Institute
Oct 2021 - Jan 2022, Madrid, ES

POSTGRADUATE - INTERIOR DESIGN COMMERCIAL SPACES

Bau, Design College of Barcelona
2010 - 2011, Barcelona, ES

MASTER - INTERIOR DESIGN

Universidad Antonio De Nebrija
2008 - 2009, Madrid, ES

ARCHITECT

UNIBE, Universidad Iberoamericana
2001 - 2006, Santo Domingo, DR

LANGUAGES

Spanish English Italian

SKILLS

TOOLS

Figma
Photoshop
Illustrator
SketchUp
Html, CSS

METHODS

Lean UX & Agile
User Research
Design Thinking
Wireframing & Prototyping
Visual Interface Design