Fernando Vergel

Focused on User Experience and Product Strategy

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Professional Summary

I am a Product Designer with over 20 years of experience spanning graphic and web design, focusing on user-centric design and product strategy, transforming user insights into engaging digital experiences, driving results through collaboration and innovation. At Elite Language Services and No Country, I led design initiatives that enhanced team efficiency and delivered user-centered solutions aligned with business goals. Passionate about solving complex challenges, I'm eager to leverage my skills to create impactful solutions in Product Design or UX Design roles. Let's talk? I'd love to connect!

Experience

Product Designer | Elite Language Services   *April 2024 – September 2024*

- Aligned the design strategy with business goals, collaborating closely with the Product Manager and Marketing team to ensure a user-focused approach.

- Gathered user insights and secondary research to prioritize features, addressing pain points through data-informed design decisions.

- Led Scrum ceremonies to streamline product development, guiding the process from ideation to prototype handoff, improving team collaboration and workflow efficiency.

- Delivered high-fidelity prototypes and detailed documentation, ensuring a 95% alignment with development team requirements and user-centered solutions.

UX/UI Designer | No Country   *October 2023 – August 2024*

- Designed intuitive interfaces based on comprehensive user research, translating insights into user-friendly interfaces that address key needs.

- Developed wireframes and interactive prototypes, optimizing usability testing processes and simplifying iterative design feedback processes.

- Facilitated Scrum project planning, enabling the delivery of MVPs within tight deadlines and ensuring alignment with stakeholder expectations.

- Combined Agile methodologies with user-centered principles, leading to consistent improvements in user engagement and conversion optimization.

HVAC Administrative Specialist | Full Ice   *May 2020 – July 2023*

- Implemented critical safety protocols during the COVID-19 pandemic, maintaining uninterrupted operations and ensuring team safety.

- Designed control mechanisms aimed at ensuring efficiency and compliance with regulatory standards.

- Streamlined on-site and remote coordination, reducing disruptions to operational workflows.

Web Designer | Full Ice   *December 2016 – September 2020*

- Led a comprehensive digital platform redesign, enhancing user engagement through a design approach aligned with brand identity that met the expectations of the target audience.

- Delivered responsive layouts and navigation systems, aligning user needs with business objectives to improve the overall user experience.

- Created user-focused designs informed by insights, achieving notable improvements in digital design and customer satisfaction.

Certifications

- **UX Google Design** | Coursera (*August 2022 – November 2023*)

- **Product Design** | Coderhouse (*September 2022 – July 2023*)

- **Growth-Driven Design** | HubSpot Academy (*October 2024*)

- **Scrum Fundamentals Certified (SFC)** | Scrum Study (*December 2023*)

- **C1 Advanced English Certification** | EFSET (*March 2023*)

Skills

Soft Skills: Empathy, Leadership, Collaboration, Adaptability, Resilience, Creativity, Problem Solving, Team Management, Organizational Skills, Agile Methodology.

Hard Skills: Prototyping, Wireframes, Mockups, Empathy Maps, User Personas, Usability Tests, User Journey Maps, User Stories, Information Architecture, Design Systems, Video Editing.

Software Skills: Figma, Adobe XD, Jira, Trello, Miro, Notion, Framer, Marvel App, Useberry, Photoshop, WordPress, OBS Studio.

Design Projects

- **Elite** | Language Services platform (*April – September 2024*)

- **Colaborart** | Microtask platform (*July – August 2024*)

- **Eureka** | eLearning Platform | (*March – April 2024*)

- **Voxlearn** | Language Learning App | (*September – November 2023*)

- **AApp** | AC Service Booking App | (*February – May 2023*)

- **Salem Bar** | Loyalty App for Music Venues | (*April – August 2022*)

Languages

- **Spanish:** Native

- **English:** C1 Proficient