

# Fernando Vergel

## Product UX Designer

Lima, Peru | Open to Remote

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## Professional Summary

Designer focused on User Experience, Product Strategy, and data-driven, with more than 20 years of experience in graphic and web design. Collaborating with cross-functional teams to define products and iterate on wireframes and prototypes, using Figma, Adobe XD, and other standard design and research industry tools. Eager to deliver high-quality UI/UX design solutions. Let's talk? I'd love to connect!

### Summary

- Applied empathy, strategic thinking, and user-centered design principles to create accessible and user-friendly technology products.
- Conducted user research to understand user needs and translated insights into data-driven designs, achieving 98% accessibility compliance.
- Collaborated with cross-functional teams using Agile methodologies, achieving 95% alignment with developer requirements.
- Developed iterative solutions for projects across diverse industries, including technology, healthcare, HVAC, and education.

## Experience

### Product Designer | Elite Language Services

*April 2024 – September 2024*

- Aligned design strategy with business goals, ensuring user insights informed our design decisions.
- Conducted user research to prioritize features and address user needs through user-centered design.
- Created detailed documentation to support rapid design iterations, enhancing team collaboration and ensure 98% accessibility compliance.
- Led Scrum teams optimizing development, from ideation to prototype delivery, achieving 95% alignment with developer requirements.

### UX/UI Designer | No Country

*October 2023 – August 2024*

- Defined user needs and design strategy based on user research.
- Designed wireframes and mockups, developing an accessible design system.
- Accelerated initial projects by 50% by focusing on delivering MVPs within five weeks.
- Combined Agile methodologies with user-centered principles, leading to consistent improvements in user engagement and optimization.

## Web Designer | Full Ice

December 2016 – September 2020

- Designed the company's digital platform, focusing on intuitive navigation and user experiences aligned with the brand identity.
- Delivered responsive navigation designs and templates, resulting in notable improvements to the digital design and target 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, Accessibility, Leadership, Collaboration, Adaptability, Resilience, Creativity, Problem Solving, Team Management, Organizational Skills, Agile Methodology, Attention to Detail, Effective Communication, Flexibility, Continuous Improvement, Creative Thinking, Focus on User Experience, Active Listening, Motivation.

**Hard Skills:** Prototyping, Wireframes, Mockups, Empathy Maps, Storyboarding, Journey Maps, Usability Testing, User Research, Interviews, Surveys, Observation, User Personas A/B Testing.

**Software Skills:** Figma, Adobe XD, Marvel App, Google Forms, Useberry, Photoshop, Trello, ClickUp.

## 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*)
- **AAApp** | AC Service Booking App | (*February – May 2023*)
- **Salem Bar** | Loyalty App for Music Venues | (*April – August 2022*)

## Languages

- **Spanish:** Native
- **English:** Conversational