Hello!

I'm Fernanda Guzman

UX/UI Designer — Computer Science

● guzinanda.com

in linkedin.com/in/guzinanda

gzmanfer@gmail.com
+52 33 1217 7857
Mexico

WORK EXPERIENCE

ORACLE │ User Experience Designer (UXD)

Create, evaluate, and modify prototypes using the prototyping tool "Figma", supporting evolving software application development.

Provide product usability, evaluation, and support to development teams, analysis and investigation of applications/systems including tactile methods, visual graphics, web, mobile, responsive and adaptive design, etc.

Assist in developing design concepts and implementation, providing input on user design considerations, accessibility, and good practices.

Apply software design/usability processes in the investigation of technical problems.

INTEL │ Software Engineer Intern

UI: I designed the user interface (UI) of three desktop apps; a Locker Administrator, an Inventory System, and a Tests Tracker. All these desktop apps were based on technologies as Universal Windows Platform (UWP), and using Fluent (Design System from Microsoft).

UX: I analyzed the workflow of our programs, wrote and planed our Product Requirement Documents (PRD), debugged, reported software issues, and improved the usability of one of the primary inventory tools in INTEL (LIS).

Technical Writer: I designed a series of User Manuals, Training Videos and developed a platform based on Microsoft SharePoint to share documentation and report technical issues, as well as help giving technical support to users.

PLUG DESIGN │ Design Researcher (UXR)

UX: Perform Trend Analysis, Research Studies, and Usability Studies for developing new products and concepts for creative, technology, and scientific sectors.

Visual Design: I coordinated the creation of the brand image/identity of Plug Design and documentation of all our new strategic projects.

THINK NOW │ Visual Designer

Visual Design: I designed the whole brand image of Think Now ®, as well as lead the development of all graphic material, packaging, manuals, textbooks, and didactic material for Creative Workshops (once gived to MIT alumni).

UI: I designed and developed the land page and the e-commerce platform of our material and services using Adobe XD as a prototyping tool.

Check out the page I designed!
http://develop.thinknow.com.mx/

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TEC DE MONTERREY │ Visual Designer

Visual Design: I lead the creation of the brand identity of the Design Thinking Workshop (DTW) area, developed graphic material, documentation, presentations, and web platforms for events like DIY Summer Camp.

Check out the page I designed!
http://gda.itesm.mx/diy/

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EDUCATION

GOOGLE CERTIFICATE

Google Professional Certificate UX Design
Mar 2021 — Aug 2021

TECNOLÓGICO DE MONTERREY

Master Degree in Computer Science (MCC)
Feb 2020 — Mar 2022 (Expected)

TECNOLÓGICO DE MONTERREY

Bachelor Degree in Industrial Design (LDI
Aug 2013 — May 2018
Honorific Mention (92.2/100)

VOLUNTEER

GOVERNMENT OF JALISCO

Design Teacher

I worked as an instructor, teaching UX & UI basics and imparting Prototyping dynamics (Figma) to children and young people (between 12-18 years old). Collaborating with the Government of Jalisco and with PAD, a space for the promotion of emerging design of the Head of Multidisciplinary and Design.

MIT

Engineer Teacher

I worked as an instructor, teaching basic HTML, CSS, JavaScript, and Web Design. Project developed by MIT, whose objective is to motivate and teach young girls and women between 13 and 17 years about the challenge of STEM careers (Science, Technology, Engineering, and Mathematics).

AWARDS

2019 │ Finalist for second consecutive year and honorable mention in the national design award "Design Week Mexico".

2018 │ Best Concept of collective transport experience design at "Taller Vertical 2018". More than 500 students participated (Mechanical   Engineering Administrators, Electronic Engineers, and Industrial Designers).

2016 │ Best Concept as collective "La Tlapaleria" at "Design Week   Mexico 2016", at Museo Tamayo in CDMX.

2016 │ Best Business Proposal in the "Elite Entrepreneur Contest for Smart Cities" with FLINE APP concept.

SKILLS

Design │ Design Systems, Figma, Sketch, Adobe XD, Illustrator, Photoshop, InDesign, Adobe Premiere, Adobe After Effects, Graphic Design, Web Design, App Design, Prototyping, 3D Modeling, User Interface Design (UI), User Experience Design (UX).

Code │ Python, GIT, GitHub, HTML, CSS, JavaScript (Learning).