Katherine Fernandez
UX/UI Designer

Contact

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Skills

Design
UX Design, Information Architecture, Research and Analysis, Visual Design

Tools and Software
Sketch, Adobe XD, Figma, Invision, Illustrator, Photoshop, After Effects, MS Office

Development
HTML, CSS, Javascript, React Native

Other
Agile/Scrum, Heuristic Evaluation, Prototyping, Research, User Testing

Education

Certificate
Full-Stack Web Development
The Knowledge House
September 2021

Certificate
User Experience Design
CUNY Techworks
March 2020

Master of Arts
Education, 4.0
Kennesaw State University
December 2018

Bachelor's of Fine Arts
Drawing and Painting, 3.8
Georgia State University
August 2015

Work Experience

UX/UI Designer | LIFE3

Mar 2020 – Present, New York City

Deliver numerous product design needs for LIFE3's clients within Education and Technology, focusing on the end to end product development process
- Implement qualitative and quantitative data to create user-friendly interfaces
- Identified user problems and created designs that improved retention of students for WCEA

Visual/Digital Art Teacher | NYCDOE

Aug 2019 – Present, New York, NY

Teach AP Drawing, Advanced Digital Art and Graphic Design to 165+ high school students.
- Train students on Adobe Photoshop, Illustrator, InDesign, and XD
- Develop and implement standards-based lessons to teach a rich variety of art techniques

UX Researcher + Designer | CUNY @ Tom's Sons

Nov 2019 – Jan 2020 [Contract], New York City

Completed a client project which demonstrated proficiency in the UX design process by conducting usability testing, competitive analysis, in-person interviews, and designing prototypes
- Redesigned the company's website which aligned user needs and business objectives
- Created the UX style guide, tools, and processes that helped improve the UI standardization

Product Designer (UX/UI) | Pressplay Entertainment, LLC

July 2018 – August 2020, New York City

Worked with stakeholder to surface the underlying company's business goals and motivation of the user's needs to ensure we achieved business goals and provided value to our clients
- Managed creative initiatives, from concept to production, produced wireframes and prototypes
- Designed an intuitive experience that empowered users to make confident financial decisions

Graphic Designer + Screen Printer | Gable's Sporting Goods

Feb 2016 – July 2017, Douglasville, GA

Created designs and screen printed on t-shirts, textiles, and promotional items using manual and automated screen printing processes
- Designed logos and illustrations for customer and local school systems
- Operated screen printing machines to reproduce single and multicolor t-shirt graphics

Graphic Designer + Lead Screen Printer | Sign Army

April 2015 – Feb 2016, Atlanta, GA

Maximized team knowledge and productivity by effectively training, monitoring, and directing employees on best practices of design and screen print
- Recommended techniques, methods, amd media best suited to produce desired visual effects
- Monitored the entire process of job set up to replicate the approved design sample