

FERNANDO DORADO

USER EXPERIENCE DESIGNER

SUMMARY

I strive to create intuitive user experiences from conception to implementation, while constantly challenging myself by learning new skills and technologies in user interface design and front-end development.

✉ me@fdorado.com

☎ (646) 384-0728

in linkedin.com/in/fdorado

🌐 www.fdorado.com

WORK EXPERIENCE

UX/UI DESIGN CONSULTANT

Charity Miles

New York, NY

Jul 2015 - Aug 2015

- Conduct user research, competitive analysis, user flows.
- Synthesize research, affinity map user data, create user personas.
- Design studio, paper prototyping, low fidelity wireframes.
- Execute work consistent with brand standards, analytics insight, and customer feedback.
- Conduct usability tests, reiterate design based on user feedback.
- Produce high fidelity mockups, create interactive prototype using InVision.

GRAPHIC & WEB DESIGNER

Freelance

New York, NY

Jun 2010 - Jun 2015

WEB DESIGN INTERN

The Fiscal Times

New York, NY

Oct 2014 - Dec 2014

- Design high fidelity mockups of mobile website using Photoshop.
- Create responsive responsive wireframes using Foundation, and SASS.
- Attend meetings to research the competition, discuss design strategy, and website redesign.
- Use Google Analytics to gain a better understanding of user behavior, demographics, and target audience.
- Learn how to use Google Pay-Per-Click Advertising and Taboola to generate revenue for the website.

SPECIALIST

Apple Inc.

New York, NY

Nov 2011 - Jun 2015

EDUCATION

UX DESIGN IMMERSIVE PROGRAM

General Assembly

New York, NY

Summer 2015

COMMUNICATION DESIGN, B.TECH

New York City College of Technology

Brooklyn, NY

Fall 2015

SKILLS

User Research	●●●●●
Personas	●●●●●
Cardsorting	●●●●●
Sitemaps	●●●●●
Wireframes	●●●●●
Prototyping	●●●●●
User Flows	●●●●●
UI Design	●●●●●
HTML	●●●●●
CSS	●●●●●
SASS	●●●●●
Usability Testing	●●●●●
Heuristic Analysis	●●●●●

TOOLS

Sketch	●●●●●
Omnigraffle	●●●●●
InVision	●●●●●
POP	●●●●●
Axure	●●●●●
Hype 3	●●●●●
Photoshop	●●●●●
Illustrator	●●●●●
InDesign	●●●●●
Keynote	●●●●●

LANGUAGES

English	●●●●●
Español	●●●●●
Português	●●●●●