



# Hi!, I'm Fernanda Inigo, UI Designer.

I've been working on creative digital projects for the last 6 years, and I am passionate about it every day. My career has allowed me to gain the skill set needed to be both a developer and designer, thanks to the opportunity of collaborating with people and companies with different profiles.

## Skills

- Visual design and typography
- Interaction design
- Animations
- Accessibility design (WCAG compliance)
- Microinteractions
- High-fidelity mockups
- Layout design and grid systems
- Design system creation and maintenance

## Experience

### Ballast Lane Applications March 2022 – Actual UX Designer

- Create deliverables with specialized focus on UI Design for Annise platform
- Maintenance of the design systems across desktop and mobile
- Create, manage, and optimize the content needed – Develop task flows, wire-frames and prototypes
- Ensure projects are completed with high quality and on schedule
- Work with the engineering team to export and integrate engine-ready assets

*Annise, Get Your Nest, 3EO*

### Metafinanciera Jan 2021 – Mar 2022 UI Designer

- Design unification of an internal platform
- Redesign process / Navigations flows, wireframes, mockups, and user testing implementation
- Develop standard UI components and style guides

### Cultura Colectiva Nov 2018 – Dec 2019 Mid UX Designer

- Use of design UX methodologies to build Tegger platform (Web / App Android & iOS)
- Redesign process for corporate website
- Navigations flows, wireframes, mockups
- Use of Google Analytics to improve the User Experience
- Collaborate with the front end team using HTML and CSS
- Assist with user research, interviews, translating findings into wireframes and prototypes.

### Yogome Inc. Mar 2018 – Nov 2018 UI Designer

- Design unification of Smart Kids product.
- Redesign process / Navigations flows, wireframes, mockups, and user testing implementation
- Develop standard UI components and style guides

## Education

### IDEO U 2024 Storytelling for Influence

### UX Design Institute 2024 Professional Diploma in UX Design

### Dev.F 2020 Software Development

### Digital Business Academy 2016 Certificación Inbound Digital Marketing

### EduMac 2014 Diplomado de Diseño Web

### Centro Universitario de Comunicación 2011-216 Art Direction Degree

### Ingenia Agency Oct 2017 Jr UX Designer

- Client communication
- Use of design methodologies to build responsive designs
- Ideation and creation of UI design deliverables: Sitemaps, user flows wireframes, lo-fi and hi-fi layouts, prototypes.

### Digital Design

- Offline content creation: logotypes, catalogues
- Online content creation using Google Web Designer
- Photo retouching
- Building design concept campaigns

*Vazza, Compartamos banco*

### Math Innovation & Strategy August 2015 Web Designer

- Visual design on interface
- Design concepts campaigns
- Collaborate with the front end team using HTML and CSS
- Video edition using After Effects
- Online and Offline content creation: logotypes, catalogues.
- Photo retouching

*Campaña Bridgestone "Piensa antes de conducir"*  
*Campañas web Samsung*



Figma

Softwares



Lottie



Lottie Lab



Illustrator



Photoshop



Notion



Slack



After Effects

## Shall we?

I work with English and Spanish-speaking teams to create digital experiences. Want to work together?

*Madrid / Mexico City*

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