

Hi!, I'm Fernanda Inigo, Product Designer.



I am a passionate Product Designer with **over 5+ years** of experience creating intuitive and impactful digital experiences. My expertise lies in human-centered design, user research, prototyping, and design systems. I have worked across diverse industries, including fintech, e-commerce, education, healthcare platforms. Fluent in both English and Spanish, I thrive in diverse and remote environments.

SKILLS

- Human-centered Design
- UX Research & Testing
- Prototyping
- Branding
- Visual design
- UI Design & Animation
- UX for Business
- Design Systems & Component Libraries
- HTML/CSS
- Pixel perfect delivery
- Storytelling for Design
- WordPress Integration

SOFTWARE

- Figma
- Lottie
- Lottie Lab
- After Effects
- Illustrator
- Photoshop
- Slack
- Notion

EXPERIENCE

Product Designer
Ballast Lane Applications | Mar 2022 - Actual

Spearheaded the redesign process for Annise, a financial platform (app/web) tailored to managing family office net worth. Improved platform usability and visual design to streamline workflows and enhance the user experience.

- Maintained and enhanced the platform's design system for desktop and mobile, ensuring scalability and visual consistency.
- Designed micro-interactions using **Lottie Lab**,
- Developed user flows and **high-fidelity mockups** for platform functionality, collaborating closely with the development team to export and integrate engine-ready assets.
- Built and implemented **UI components and style guides** for the 3EO app, ensuring alignment with the platform's design system.

Key Projects: Annise, Get Your Nest, 3EO

Product Designer
Metafinanciera | Jan 2021 - Mar 2022

Collaborated with cross-functional teams to enhance the MetaGrupal platform, refining functionality and improving the user experience for the target audience. Conducted qualitative user testing to identify pain points and implement impactful solutions.

- Delivered a unified design system that reduced development time and improved design consistency across the platform.
- Facilitated user testing by recruiting participants, creating test scenarios, and analyzing user feedback to prioritize usability issues.

ME AS A JUNIOR UX DESIGNER :)

Jr. UX Designer
Ingenia Agency | Oct 2017

- Designed bank app interfaces using UX methodologies, collaborating with clients to align product goals with user needs.
- Created and optimized data dashboards for OCC Universidade, ensuring clear and actionable insights for users.

Digital Designer

- Contributed to branding campaigns by designing assets for online and offline use.
- Photo retouching
- Building design concept campaigns

Key Projects: Vazza, Compartamos banco

UX Designer
Cultura Colectiva | Nov 2018 - Dec 2019

Established confidence in the Tegger platform by improving its visual design and usability. Successfully launched the product, attracting and retaining over 12,000 active users within the first three months of release.

- Use of design UX methodologies to build Tegger platform (Web / App Android & iOS)
- Redesign process for the corporate website
- Based on surveys, create navigations flows, wireframes, mockups
- Improve the design processes using **Google Analytics reports** to gather insights and improve designs
 - Add graphs, stats, and heatmaps per issues found
- Supported front-end development by **ensuring pixel-perfect** implementation of designs using HTML/CSS.
- Collaborate with **user research interviews**, translating findings into wireframes and prototypes.

UI Designer
Yogome Inc. | Mar 2018 - Nov 2018

Led the unification of the Smart Kids product by delivered a scalable design system that improved collaboration and reduced design inconsistencies.

- Created navigation flows, wireframes, and mockups to enhance usability and consistency across the platform.
- Conducted user research with children, translating insights into prototypes and interactive experiences.
 - Testing plan
 - Interview

Key Projects: SmartKids

Web Designer
Math Innovation & Strategy | Aug 2015

- Designed and optimized interfaces for visual and marketing campaigns, ensuring high-quality outputs for clients such as Bridgestone and Samsung.
- Collaborated with front-end developers using HTML/CSS to deliver visually engaging and functional websites.
- Produced videos and animations using After Effects and retouched assets for online and offline campaigns.

Key Campaigns: Bridgestone "Piensa antes de conducir", Samsung

EDUCATION

UX Design Institute 2025
Professional Diploma in UX Design

IDEO U 2024
Storytelling for Influence

Dev.F 2020
Software Development

Digital Business Academy 2016
Certification Inbound Digital Marketing

EduMac 2014
Diplomado de Diseño Web

Centro Universitario de Comunicación 2011-216
Art Direction Degree

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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