

Fernando Mata

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CAREER SUMMARY

- **1-2 Years UX/UI Experience, 5 years in Web Development:** Results-oriented and creative UX/UI Designer with 2 years of UX design and UX Research knowledge, complemented by 4+ years in web development and web design.
- **Post-Graduate Degree in UX Design:** Postgraduate Degree with Distinction, St. Lawrence College, Canada.
- **Bachelor's in Interaction Design:** Bachelor's Degree in Interaction Design, Ibero Puebla, Mexico.
- **Tools Proficiency:** Advanced knowledge in HTML/CSS/Javascript. Quick learner in software. Proficient in Adobe Suite, Figma, and other relevant design tools.
- **Multidisciplinary Expertise:** Strong course background in web development, design, and UX research, blending analytical reasoning with creative thinking. Delivered high-end websites to clients in the US, Canada and Mexico.
- **Human-Centered Design:** Formally educated with a personalized course-plan covering all aspects of human-centered design and interaction.
- **Collaborative Team Player:** Adept at collaborating with cross-functional teams to deliver impactful web and design solutions.
- **Versatile and Responsible:** Capable of multitasking and taking on multiple responsibilities as needed.

HARD SKILLS

User Experience Design (UX), User Interface Design (UI), Information & Visual Hierarchy, Wireframing, Prototyping, Information Architecture, User Research, Usability Testing, Design Thinking, Design Systems, Surveys, Front-End Development, HTML5, CSS3, Javascript, SASS, ThreeJs, 3D web Development.

SOFT SKILLS

Creative-thinking & ideation, Resiliency, problem solving, Collaboration, Detail-oriented, Active-listening, Critical thinking, Adaptable, Thick-skin and receptivity to feedback. Passion for exciting solutions.

WORK EXPERIENCE

Luxury Presence

Web Builder

July 2022 – Present

Remote

- **High-End-Design:** Designed and Developed countless luxurious and high-end websites tailored to meet the unique needs of real estate professionals across the United States and Canada. Specialize in crafting visually stunning websites that showcase real estate properties in the best possible way.
- **Design Pitching:** Presented website design ideas to meet user and client needs and deliver fresh content to the company. Recently I got recognized for my ability to conceptualize and implement innovative design solutions that not only meet but exceed client expectations.

- Awarded "Rookie of the Year" for outstanding contributions to the company, specifically through the successful delivery of websites.

St. Lawrence College

UX Designer | UX Researcher

January 2024 – April 2024

Kingston, ON, Canada

- **System Redesign Success:** Researched and developed a website for The School of Contemporary Teaching & Learning, performed User Testing, User Interviews, Prototyping and Development of a new website used by faculty members that are new to SLC.
- **Understanding Challenges faced by Students:** Worked with the City of Kingston to understand the difficulties that international students face when looking for employment opportunities in the city of Kingston, Ontario.
- Performed Research, User Interviews, User Testing, Interviews and Surveys.
- Ran Design Thinking Sessions at the first ever International Symposium held in the City of Kingston.

Self Employed

Front End Developer | UI and UX Designer

March 2020 – Present

Remote

- **Front-End-Development:** Worked with multiple clients in the design and development of their websites.
- Worked with clients located in the city of Puebla such as “Tianguis Alternativo de Puebla”, “Arcarti”, “DASAC”, “Grupo IberoMex”, “Studio Punto y Linea” and many others.

Digital Quo

Front End Developer

December 2021 – April 2022

Puebla, Mexico

- **Front-End-Development:** Developed a website for the National Organization of Petroleum Distributors in the city of Puebla, Mexico They are the largest union of gas station owners in the state.

Pekxel Studio

Front End Developer

January 2017 – March 2020

Puebla, Mexico

- **Front-End-Development:** Participated in the website development of Estrella Roja, one of the most prominent bus companies in Puebla, Mexico and of Universidad Iberoamericana Puebla, one of the most prestigious private universities in Puebla. Developed numerous websites for companies across diverse industries, including music, mail delivery, and healthcare.

EDUCATION

St. Lawrence College

UX Design Graduate Certificate

September 2023 - May 2024

Kingston, ON, Canada

- With Distinction for cumulative GPA of 3.7/4.0.

Universidad Iberoamericana Puebla

Bachelor's Degree of Interaction Design

August 2012 - May 2018

Puebla, Mexico

RELEVANT COURSEWORK

User Experience Design (UX), User Interface Design (UI), Prototyping, Inclusive Design, Accessibility, Typography, Adobe Creative Suite, Digital Experience, Information Architecture, Web Design.