

FERNANDO SUAREZ

UI/UX Designer with 8+ years of experience across end-to-end product and web design, interactive media, automation, and agency work. Exceptional attention to detail and proficiency in Figma, Adobe CC, Lottie, WordPress, HTML, CSS, and animation. Skilled in using data-driven strategies to craft seamless user experiences that align with business objectives.

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EXPERIENCE

Senior UI/UX Designer - Volok Games

Oct 2023 - Present

- Leading UI/UX design for in-game features, including character progression, HUD, inventory, and menus, enhancing core gameplay and improving player engagement.
- Expanding and refining the game's design system in Figma, integrating accessibility considerations such as color blindness and control mapping, while ensuring an inclusive and consistent experience across 2D and 3D spaces.
- Developing prototypes in Figma to validate design concepts, assess usability, and refine player interactions before final implementation.
- Collaborating with Engineering partners to oversee design implementation in Unity, ensuring UI consistency and optimizing designs for seamless integration into 3D gameplay environments.

UX Designer - Zócalo Health (Contract)

Jan 2023 - Aug 2023

- Led end-to-end UX/UI design efforts, expanding the design system, creating new components, and delivering functional prototypes for the sign-up and onboarding experience, directly addressing and improving a high appointment booking drop-off rate.
- Spearheaded user-centered design for Zócalo Health, integrating user research and feedback to enhance the product, resulting in an optimized website to increase patient engagement and offer seamless technical support for new and existing users.
- Collaborated cross-functionally with Product and Research teams to identify engagement and retention opportunities.

Senior Designer - Roboyo

Jan 2022 - Oct 2022

- Managed and optimized the Americas website on WordPress, driving content creation, copy, and web design for key pages to boost engagement and SEO.
- Spearheaded the rapid migration of 30+ key content assets to a new brand identity and design system, ensuring brand coherence within 12 weeks.
- Led a cross-functional design team in Mexico, supporting GTM initiatives across the Americas and Europe with high-impact, consistent design.

Senior Designer - JOLT Advantage Group

Mar 2021 - Jan 2022

- Spearheaded the design of website pillar pages, boosting SEO rankings and securing a Google Featured Snippet for the business's main vertical, enhancing online visibility.
- Designed and launched a new monthly newsletter, achieving an increase in CTR, a rise in open rate, and an improvement in CTOR.
- Managed end-to-end content creation across digital platforms, ensuring consistent UX, branding, formatting, and styling to deliver a unified brand experience.

Content Strategist - JOLT Advantage Group

Mar 2020 - Mar 2021

- Enhanced design and optimized content to drive website traffic and improve Google rankings, resulting in an increase in average sessions and a decrease in average bounce rate.
- Led UX design for a web-based SaaS RPA platform translation tool, delivering an early alpha build for initial user testing and feedback.
- Managed the website via HubSpot and optimized content on landing pages according to SEO best practices, improving overall site performance and visibility.

Co-founder / Designer - Downtown Studio (Freelance)

Feb 2016 - Present

- Executed SEO-driven design optimizations across multiple client websites, achieving a measurable reduction in bounce rates, an increase in average session duration, an uptick in returning visitors, and higher conversion rates for clients.
- Led the design and development of multiple client websites, focusing on Core Web Vitals to ensure high performance and usability.

Digital Strategist - IBM (Contract)

Feb 2019 - Apr 2019

- Delivered and continuously optimized web experiences to enhance the customer's journey, maximize demand generation, and align web optimizations with business unit priorities.
- Developed and implemented digital strategies, including paid media planning, user engagement analysis, and metric tracking, to improve user experience and boost conversion rates.
- Conducted in-depth analysis of results to create data-driven hypotheses, implement A/B testing strategies based on audience behavior, and regularly report findings to senior management.

Marketing Designer - Starpharma Mexico

Aug 2014 - Oct 2016

- Designed a new brand identity for the startup, including corporate branding, packaging, and website, establishing a baseline visual presence.
- Created product documentation assets to support the sales team, improving client understanding of product features and benefits.

3D Generalist - mighty studio

Mar 2013 - Jun 2014

- Designed and produced motion graphics and 3D renders in Maya and 3Ds Max for digital platforms, print ads, and feature short films, collaborating with clients like Beakus, Marinela USA, Mayan Palace, and Barcel, to deliver impactful visual content.
- Contributed as a 3D Lighting and Layout Artist on two award-winning short films, *A Little Grey* and *Conejo en la Luna*, enhancing visual storytelling and cinematic quality.

SKILLS

Design

- UX Design
- Motion Design
- UI Design
- Visual Design
- Animation
- Lo/Hi-Fi Prototyping
- Design Systems
- Usability Testing
- Personas
- Branding
- Information Architecture
- Web Design
- User Journey

Tools

- Figma
- After Effects
- Illustrator
- Photoshop
- Lottie
- WordPress
- Elementor
- Trello
- FigJam
- HubSpot
- Windows
- macOS

Development

- HTML
- CSS
- Javascript

EDUCATION

Master of Human-Computer Interaction and Design
University of Washington, USA

Bachelor of Arts in Marketing and Advertising
Universidad TecMilenio, Mexico

Diploma in 3D Animation & VFX
Vancouver Film School, Canada

LANGUAGES

- English
- Spanish