

# FERNANDO SUÁREZ

fersuarez.com

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**UX/UI designer** with 8+ years of experience across UI design, web development, interactive media, healthcare, agency, and marketing. Proficient in tools like Figma, After Effects, and WordPress, and skilled in HTML, CSS, and animation. Continuously exploring data-driven approaches to enhance user experiences and align with business objectives.

## EXPERIENCE

### Senior UX/UI Designer - Volok Games

Oct 2023 - Present

- Directing UX/UI 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

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 the launch of a new 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, defining key business and interaction metrics to evaluate the success of product changes, driving improved user retention for Zócalo Health's digital platform.

### UX Designer - Roboyo GmbH

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.
- Led the rapid migration of 30+ key content assets to a new brand identity and design system, ensuring brand coherence within 90 days.
- Directed a cross-functional content design team in Mexico, supporting GTM initiatives across the Americas and Europe with high-impact, consistent content.

### UX 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 Designer - 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.

### Founder & Principal Designer - Downtown Studio

Feb 2016 - Mar 2020

- 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 e-commerce clients.
- Led the design and development of multiple client websites, focusing on Core Web Vitals to ensure high performance and usability.

### 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
- Wireframing
- Prototyping
- Design Systems
- Usability Testing
- User Flows
- Branding
- Information Architecture
- Web Design
- Customer Journey Mapping

### Tools

- Figma
- After Effects
- Illustrator
- Photoshop
- Lottie
- Rive
- WordPress
- Elementor
- Trello
- FigJam
- 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