



FERNANDO TELLEZ

Creative and innovative User Experience Designer, passionate about technology and the moments of engagement between people and products, as well as the ideas, emotions, and memories these moments create.



EXPERIENCE

SR UX INTERACTION DESIGNER 11/19 - 8/23
Herbalife Nutrition, Los Angeles, CA

- Frame user problems for stakeholders with scenarios, storyboards, journey maps, and task flow diagrams.
- Leverage data, testing, competitive and comparative experiences and customer insight to constantly iterate on Herbalife's Digital products.
- Create low-to-high fidelity prototypes to communicate interaction design to others or for testing purposes.

SR UX DESIGNER 8/17 - 4/19
Driveway Corporation, Aliso Viejo, CA

- Improved User Experiences by facilitating the client's product vision by researching, conceiving, sketching, prototyping, and user-testing experiences for digital products.
- Effectively communicated interaction and design ideas utilizing wireframes, user journeys, and interactive prototypes, style guides and pattern libraries.
- Collaborated closely with product managers, engineers, and marketing team to ensure that client goals and requirements are met throughout the development process.

UI/UX DESIGNER 7/15 - 4/17
Sigma Infosolutions, Irvine, CA

- Collaborated with Interactive and Mobile product teams, Software Solutions Engineering and stakeholders to design new interfaces and world class user experiences for the lending marketplace.
- Led UX design on ground-breaking mobile applications that redefine the lending market landscape.
- Established UX design as the first stage of all web and mobile application developments, instituting a User-Centered Design (UCD) approach.



FERNANDO TELLEZ

Interactive Media Design
fernando619@gmail.com



SKILLS

- USER INTERVIEWS
- PROTOTYPING
- USABILITY TESTING
- WIREFRAMING
- A/B TESTING
- PERSONA CREATION
- USER FLOWS
- SITEMAPS
- STORYBOARDING
- VISUAL DESIGN
- PHOTOGRAPHY
- ART DIRECTION



TOOLS

- FIGMA
- SKETCH
- INVISION
- ZEPLIN
- ADOBE CC
- XCODE
- HTML/CSS
- JAVASCRIPT



www.fernandotellez.com



(310) 978-5575



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EXPERIENCE (Continued)

- Defined UX requirements, develop interactive wireframes and mockups, produce style guides, and engage with development teams to realize design visions.

CREATIVE DIRECTOR 3/10 – 9/16

Consultant, Los Angeles, CA

- Designed and developed innovative solutions for a wide variety of web and mobile design projects.

WEB DESIGNER 4/13 – 11/14

Yamaha, Buena Park, CA

- Created sketches, wireframes, low/high-fidelity mockups, prototypes, and final designs.
- Redesigned Yamaha MusicSoft web and mobile applications with new layout and content.
- Produced design specifications and style guides including layouts, color palettes, typography, buttons, icons, and other user interface elements.

INTERACTION DESIGNER 3/11 - 9/12

The Orange County Register, Santa Ana, CA

- Applied interactive design knowledge including visual design, front-end development, usability, and technology standards to create and maintain communication between content creators, products, and users.

SR WEB DESIGNER 3/07 – 2/10

LiveUniverse, Inc., Los Angeles, CA

- Worked closely with LiveUniverse's CEO and founder of MySpace, Brad Greenspan, creating a web identity and user experience for a major online entertainment network.
- Designed websites according to pre-established client specifications and oversaw design process, starting from layout concept design, and user experience to final launch.

WEB DESIGNER 3/04 – 1/07

San Diego Museum of Man, San Diego, CA

PERSONNEL SPECIALIST

United States Navy, Tokyo, Japan



DISCIPLINES

- INFORMATION ARCHITECTURE
- INTERACTION DESIGN
- USABILITY TESTING



EDUCATION

California State University

User Experience and UCD

Fullerton, CA

The Art Institute of California

BS - Interactive Media Design

San Diego, CA



LANGUAGES

- SPANISH
- ITALIAN
- FRENCH
- ASL



AWARDS

- **La Jolla Photo Contest**
La Jolla, CA
- **San Diego County Photo**
San Diego, CA



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