

# RONALD S. FERNANDEZ

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## Senior Web Designer

Fast, energetic and creative web designer with 10+ years of experience and passion for designing beautiful websites, user interfaces and user experiences for the web and mobile.

## SKILLS

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- **Website / Graphic Design:** Expert in Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- **User Interface (UI) Design / Prototyping:** Expert in Adobe XD, Sketch, InVision; Proficient in Figma
- **Coding:** Expert in HTML, CSS; Proficient in PHP
- **Web Development:** Expert in Wordpress, WooCommerce, Divi

## PROFESSIONAL EXPERIENCE

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**Leadhub, Inc., San Antonio, TX**

**Feb 2018 – Dec 2019**

**Web Designer**

*SEO and Digital Agency*

- Designed high quality and professional responsive website designs that have an average of 95% approval rate from all the stakeholders every time.
- Created mockups and hi-fidelity prototypes using InVision and Sketch or Adobe XD prior to coding into Wordpress sites increasing work efficiency by 60%.
- Contributed to getting accounts of small and medium businesses by reducing website development costs by half in using Wordpress and page builders such as Divi.
- Reduced development time by over 40% by collaborating with Web Developers on all design and development projects.
- Improved search ranking results by 30% through creation of SEO-optimized designs.

**Online Influence, Penrith, Australia (Remote Work)**

**Jan 2016 – Dec 2017**

**Senior Web Designer**

*SEO and Digital Agency*

- Produced website designs with a 90% client satisfaction rate and converted them into fully functional responsive designed websites.
- Delivered all projects on or before deadline 98% of the time.
- Introduced the Divi page builder to the development team to streamline the development process and increase productivity by 60%.
- Key player to have Increased the number of satisfied clients by three times from previous year.

**INCUBED, Singapore (Remote Work)**

**May 2011 – Dec 2015**

**Senior Web Designer**

*Interactive Agency*

- Designed and delivered an eCommerce website built with Wordpress and WooCommerce that generated sales of at least S\$5,000 per month for an online fruit vendor in Singapore.
- Single-handedly produced more than 30 website projects for the company's small and medium enterprises client base.
- Helped to generate a 40% increase in client acquisition by streamlining the design and development process.
- Optimized websites of clients to have their audience get the information twice as fast on mobile devices.

**Mandate Advertising International, Singapore**

**Sep 2007 – Mar 2011**

**Lead Digital Creative**

*Advertising Agency*

- Delivered and spearheaded a S\$40,000 airline website project from conceptualization to launch in just 6 months.
- Designed and produced all websites and other online projects for a S\$60 million advertising contract for the Singapore Army for the year 2009.
- Helped grow the interactive design team from a team of 2 to 8 in a year's time.
- Reduced the company's production expenses by 60% through outsourcing work to web developers outside of Singapore.
- Introduced XHTML, CSS and PHP to the design and development workflow that helped increase productivity by 50%.
- Contributed to the increase of online and digital clients by as much as 3 times from the previous years.

## VOLUNTEER EXPERIENCE

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**United Nations Volunteers, Remote Work**  
**Web Designer/Developer**

**Jan 2020 – Present**

- Contributing to the design and development of a non-profit organization in Ghana, Africa to have their new website develop in half the time they are used to.
- Introduced the use of Wordpress and Divi as the page builder to use for the site admins, editors and other volunteers to easily collaborate and to speed up content population by 80%.
- Helps on making sure the brand identity is being used consistently throughout all online campaigns and messages.

## EDUCATION

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**Informatics Computer Institute**

Major in Multimedia and Internet  
Cebu City, Philippines

**University of San Carlos**

Bachelor of Science in Architecture  
Cebu City, Philippines

**Mindanao State University**

High School  
General Santos City, Philippines