

RONALD FERNANDEZ

UI/UX Designer

📍 San Antonio, Texas

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ABOUT ME

I'm a UI/UX Designer based in San Antonio, Texas.

I have 18 years of experience and passion for designing beautiful user interfaces and experiences for the web and mobile.

I pride myself in creating high-quality designs than settle with mediocre ones as I believe that the quality of the work that I produce will always reflect back on my character.

CURRENT LOCATION

San Antonio, Texas

FROM

Cebu, Philippines

LIKES

Photography • Travel • Airplanes • Crypto •
Numismatic Coins • Coffee • Donuts

SKILLS

Wireframing

Prototyping

Sketch

Adobe XD

Figma

InVision

Photoshop

Illustrator

HMTL

CSS

Wordpress

WooCommerce

PHP

EDUCATION

Informatics Computer Institute

Major in Multimedia and Internet

May 2002 – May 2003

Cebu City, Philippines

University of San Carlos

Bachelor of Science in Architecture

Jun 1995 – Apr 1998

Cebu City, Philippines

Mindanao State University

High School

Jun 1991 – Mar 1995

General Santos City, Philippines



EXPERIENCE

Web Designer

Leadhub

San Antonio, TX
Feb 2018 – Dec 2019

Worked with clients in creating high quality professional responsive website designs for both existing and new clients of the company. I also created mockups and hi-fidelity prototypes using InVision and Sketch/Adobe XD prior to coding into Wordpress sites.

Senior Web Designer

INCUBED

(Insight interAsia Interactive)

Remote

May 2011 – Dec 2015

Discussed with clients their online / website requirements and outlined to them our solutions. Conceptualized designs and turn them into fully functional websites. Also collaborated with clients to analyze and develop successful design strategies as well as provide them design briefs, site maps, style guides, project estimates and timelines.

Lead Digital Creative

**Mandate Advertising
International Pte Ltd**

Singapore

Sep 2007 – Mar 2011

Met with clients to discuss website requirements and go over different approaches providing solutions. Point person for doing the agency's extensive clients' websites, email campaigns, web banners, flash designs and other online design jobs including doing costing for websites. Also participated on conceptualizing creative advertising pitches and assisted in designing marketing collaterals, direct mailers, billboard designs, posters, print ads, and other print design work.

Senior Web Designer

Bigfoot Global Solutions, Inc.

Cebu City, Philippines

Sep 2006 – May 2007

Played a big part for planning websites and print designs as well as multimedia projects. Closely collaborated with web programmers for dynamic website & web application implementations.

Senior Web Designer

**Philippine Offshore Design and
Development (PODD Corp)**

Cebu City, Philippines

Mar 2006 – Jul 2006

Tasked to create website layouts for the company's extensive client base. Responsible of all online and print advertising materials like, banner ads, emailers, posters, office materials like letterheads, forms, and sales kits. Participated in collaborating with fellow designers and marketing managers for idea generation and project planning.

Creative Department Supervisor

Bigfoot Global Solutions, Inc.

Cebu City, Philippines

Nov 2001 – Aug 2005

Supervised a team of website and graphic designers. Collaborated with the team to meet critical weekly deadlines. Quality-checked web/print/multimedia designs prior to client submissions. Collaborated with clients and team for idea generation and conceptualization.

Web Designer

Cebu Mitsumi, Inc.

Danao City, Cebu, Philippines

May 2001 – Oct 2001

Created the company's corporate interactive multimedia digest and intranet website.

