

Raeven Yu Fernandez

Senior Product Designer • San Francisco, CA • Portfolio: raeven.design • raeven.dez@gmail.com • linkedin.com/in/raevenyu

EDUCATION

- BFA, Interaction & UX/UI Design – Academy of Art University
- Coursera: Generative AI for Everyone

PROFICIENCIES

- Figma
- User Research
- User Journeys
- Service Blue Prints
- Design Systems
- Prototyping
- Wireframing
- GenAI tools
- Motion Design
- Webflow
- Jira, Confluence
- After Effects
- Cinema 4D
- Miro
- Framer
- Spline
- Marvin AI

TECHNICAL

- HTML5, CSS
- JavaScript
- WCAG 2.2 Accessibility.

HOBBIES

- Hiking
- Gaming
- Cinema
- Photography
- Content creation
- Dance

SUMMARY

Curious, technical, and systems-minded. A Senior Product Designer with 5+ years of industry experience with 2 years of experience in the utility space for EV fleet management, with a history of introducing best UX practices to organizations and helping to scale with UX thinking in mind.

EXPERIENCE

Michaels Stores.

Senior Product Designer | Dallas, TX (Remote) | June 2024 – present

- **Recognized leader in strong user experience practices and processes**
Brought people-first approaches to the organization, and helped cross-functional teams work better with product designers while contributing and maintaining design systems.
- **Integrating and reinforcing new processes**
Rolled out a new way of prioritizing work that broke down larger tickets into manageable pieces that boosted project throughput by 65% over two quarters. Led design critiques with overseas and onshore teams.
- **Solving omni-channel digital experiences within e-commerce**
Led a redesign of a multi-vendor, edge-case-heavy billing/checkout into a streamlined one-page experience, improving user testing feedback, and successfully pitched the idea to stakeholders. Leveraged AI Tools Marvin and Dovetail to synthesize interviews and User-testing.

NextEra Energy Mobility

Product Designer | San Francisco (Hybrid) | Sept 2022 – July 2024

- **Designed an EV fleet management tool powered by Machine Learning**
Led full redesign of EV Fleet management tool that simplified Machine Learning data into a dashboard to help large fleets manage EV charging, and energy management. Partnered with PM & Engineering to launch a complex alert system for hardware issues.
- **Interviewed fleet operation workers across the country**
Conducted ux research by interviewing 15 people across the country to talk about their experiences with EV fleets in different environments.
- **Created educational material for products and presentations**
Created visual presentations to help inform clients about the complexities of charging.

Vinaj Ventures

Product Designer | Redwood City, CA (Remote) | April 2020 – July 2022

- **Designed and developed 2 websites end-to-end**
Led end-to-end, two complete website redesigns. Leveraged motion graphics and Webflow CMS to increase content delivery, leading to a 473.8% (1.5k) spike in new visitors.
- **Created a research tool to pair start-ups with venture capitalists**
Designed a dynamic research tool for innovation teams tracking startups in the healthtech space, enabling customizable data views and workflows.
- **Worked as a design consultant start ups in the mental health industry**
Met with start ups to discuss best UX practices for their tools and products.