Raeven Yu Fernandez

Senior Product Designer • (650) 296-1790

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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

SUMMERY

Curious, technical, and systems-minded. A Senior Product Designer with 5+ years of industry experience with a history of introducing best UX practices to organizations and helping platforms scale with people in mind.

EXPERIENCE

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

- **Shipping high-impact designs for filters for Navigation and product listing pages**
  Shipped features that saw an increase of +49.8% category clicks, driving +6.2% increase in traffic to Browse pages, and $3.64M in GMV on mobile and a 9.1% increase in filter engagement on web and mobile apps.
- **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.