

Raeven Yu Fernandez

Senior Experience Designer • (650) 296-1790 • San Francisco, CA • raeven.design • raeven.dez@gmail.com • linkedin.com/in/raevenyu

Senior Experience Designer and individual contributor with 5+ years crafting intuitive, customer-centered digital and physical experiences across mobile, web, and in-store touchpoints, delivering measurable business outcomes across cross-functional organizations.

PROFICIENCIES

Design Figma · Interaction Design · Experience Design · Visual Design · User Research · Usability Testing
Journey Mapping · User Journeys · Service Blueprints · Design Systems · Prototyping · Wireframing

Motion & Dev After Effects · Cinema 4D · Webflow · Framer · Spline · HTML5/CSS · JavaScript · WCAG 2.2
Accessibility

AI & Tools Claude AI · GenAI Tools · Marvin AI · Miro · Jira · Confluence

EXPERIENCE

Senior Product Designer — Michaels Stores June 2024 – Present

Dallas, TX (Remote)

- Created intuitive designs for omnichannel navigation across mobile, web, and in-store touchpoints, driving \$5.67M in added revenue, +49.8% category clicks, and +9.1% filter engagement.
- Streamlined multi-vendor payments and checkout into a one-page flow, improving usability testing scores and earning stakeholder buy-in.
- Built a prioritization framework that boosted project throughput 65%. Mentored onshore and overseas designers as a subject matter resource.

Product Designer — NextEra Energy Mobility Sept 2022 – July 2024

San Francisco, CA (Hybrid)

- Led 0-to-1 redesign of an ML-powered EV fleet dashboard, simplifying complex data into actionable insights. Partnered with PM & Engineering to ship a hardware alert system.
- Conducted 15 user research interviews with fleet directors nationwide, surfacing key pain points that shaped platform design decisions.
- Redesigned TCO visualization flows for electric fleet conversion decision-making.

Product Designer — Vinaj Ventures April 2020 – July 2022

Redwood City, CA (Remote)

- Redesigned two websites end-to-end using Webflow and motion graphics, driving a 473.8% spike in new visitors.
- Designed a health-tech research tool with customizable data views for innovation teams tracking startups.
- Built a survey tool for flavor and fragrance scientists, cutting testing turnaround time by 30%.

EDUCATION

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