

Carolina Fernandez

Senior Product Designer

Mobile: (+61) 0420379164

Email: fernandez.carolinn@gmail.com

Portfolio: <https://carolina-fernandez.com>

LinkedIn: www.linkedin.com/in/carolina-fernandezaus

Senior Product Designer owning the digital experience for the National Basketball League across four brands: apps, websites and a shared design system. Hands-on in code with engineering, and using AI to brief, prototype and ship faster.

Design: Product strategy · UX research · Multi-brand design systems · Prototyping

Build: Figma · Webflow · Cursor · Claude · GitHub · Ghostty

Lead: Team management · Stakeholder management · AI workflows

PROFESSIONAL EXPERIENCE

Senior Product Designer

October 2024 - Present

National Basketball League | Melbourne

- Lead digital end to end for NBL, NBL1, WNBL and Basketball.com.au, across apps, websites and a unified multi-brand design system.
- Grew web and app audience 45% year on year, and drove 24% growth in the fan database through digital sign-up experiences.
- Designed and built all league websites in Webflow.
- Manage two product designers based in the Philippines, setting direction and reviewing work.
- Built AI skills that help product managers map a new feature across the full user flow: affected screens and components, impact, and research needs. Teams now start from a mature brief instead of several alignment meetings, which also reduces development rework.
- Connected the design system to Claude to rapidly prototype, shipping 15+ interactive prototypes for app and tablet.
- Work hands-on in the codebase with engineering, pushing front-end changes through GitHub and Cursor.
- Led the NBL app redesign, introducing CMS-driven layouts and live content features for fans.
- Partner with Product, Engineering, Marketing and executives to align fan needs with business goals.

Product Designer

March 2024 - October 2024

The Sporting Globe | Melbourne

- Led workshops to define objectives, plan agendas, facilitate discussions, and capture insights.
- Managed stakeholders by developing communication plans, aligning expectations, and maintaining continuous feedback loops.
- Created wireframes by conducting user research, developing low-fidelity and digital wireframes, and performing usability testing.
- Developed high-fidelity prototypes by establishing design systems, creating interactive prototypes, conducting user testing, and refining designs for handoff to development.

Product Designer

March 2023 - December 2023

Amused Group | Melbourne

- Leveraged Figma proficiency to drive innovative design, emphasising the latest features, particularly tokens when creating a Design System resulting in a 25% increase in design efficiency by reducing iteration time.
- Led the end-to-end design process for a Content Management System (CMS) implementation as part of a dynamic team. Engaged in kick-off meetings, actively contributed to user journey mapping, and played a crucial role in shaping the information architecture structure and design, leading to a 30% reduction in content creation time and a 20% improvement in operational efficiency.
- Fostered cross-functional collaboration to synchronize design objectives, resulting in the delivery of impactful solutions.
- Led iterative redesigns, resulting in a significant 20% increase in user satisfaction, as measured by post-launch user feedback.

Product Designer

June 2021 - March 2023

Ripe Brands | South Yarra, Melbourne

- Designed websites using Shopify, Webflow, and Squarespace.
- Identified usability issues in existing websites and designed an intuitive, user-friendly interface, resulting in a 30% increase in user engagement and a 20% decrease in user churn.
- Collaborated with the marketing and engineering teams to implement an advanced product recommendation engine, leveraging user behavior data and preferences. This resulted in a personalized shopping experience, contributing to a 35% increase in cross-selling and a 25% boost in average order value.

Product Designer (Freelance)

December 2020 - August 2021

Upwork | Melbourne

- Designed and built websites on Shopify and WordPress.

EDUCATION

Interface Design Course

Shift Nudge | Online, Melbourne

Bachelor of Arts

University of Mar del Plata, Buenos Aires,
Argentina.

Marketing & Communications

Advanced Diploma | Greystone College, Melbourne