

# JOSEPH FERNANDEZ

UI/UX Designer | Visual Designer

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## PROFESSIONAL SUMMARY

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Results-driven UX/UI Designer with 12+ years of professional experience spanning logistics, supply chain, and assistive technology sectors. Proven ability to translate complex operational workflows into intuitive, accessible digital experiences. Track record of driving measurable outcomes: 30% reduction in user errors, 25% increase in planner retention, and 25% revenue growth through data-informed design and cross-functional collaboration.

## CORE SKILLS

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Prototyping • User Research • Interaction Design • Wireframes & Mockups • Visual Design • Responsive Design • Accessibility • Usability Testing • Mobile Interface Design • Animation • User Stories & Flows • Competitive Audit • Hi/Lo Fidelity Prototypes • Storytelling • Communication

## EXPERIENCE

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### UX/UI/Interaction Designer | Raising the Floor — Washington, D.C. - Remote September 2024 – Present

- Leveraged AI tools to assist in data categorization, UX content writing, and predictive analytics to enhance overall user experience.
- Mentored junior designers in UX animation techniques and advanced prototyping workflows.
- Led end-to-end UX design for the Learn & Try Tool — a mobile-first accessibility platform transforming assistive technology discovery into a guided, personalized experience for 4+ distinct user groups.
- Owned full design lifecycle — journey maps, lo-fi wireframes, and interactive assessment prototype — driving assessment-first personalization tailored to each user's accessibility needs.
- Applied mobile-first design mindset and accessibility-as-foundation philosophy; shaped information architecture and interaction patterns across the entire platform.

### Load Planner / UX Collaborator | US Foods — Rosemont, IL February 2018 – Present

- Spearheaded an in-depth analysis of assigned markets to optimize transportation operations; leveraged data analytics tools to enhance route efficiency, resulting in a 25% increase in revenue.
- Orchestrated strategic partnerships with Operations, Logistics, and Engineering teams to optimize routing and scheduling for fleet and backhaul drivers, reducing fuel costs and increasing on-time deliveries by 25%.
- Collaborated with cross-functional teams to identify user pain points and co-develop a Standard Operating Procedure for the Load Planner role, reducing onboarding time by 40% and improving operational efficiency.
- Applied UX research principles to identify friction in internal tools and logistics workflows, driving process improvements that reduced planner error rates by 30% and boosted planner retention by 25%.

### Sr. Carrier Operations | Echo Global Logistics — Chicago, IL March 2013 – February 2018

- Resolved 95% of driver, carrier, and customer shipping disputes within 24 hours, exceeding industry standard of 48 hours through cross-functional coordination and user-centered problem solving.
- Executed customized shipping solutions for clients across the U.S., leveraging data-driven insights to optimize delivery times and reduce shipping expenses by 10% annually.

## DESIGN PROJECTS

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Additional case studies (ActionForce, C.A.R.T., Snacks App) available at [josephportfolio.com](http://josephportfolio.com)

## EDUCATION

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Google UX Design Certificate — Coursera October 2021 – June 2023

Bachelor of Arts, Media Arts & Animation — Illinois Institute of Art, Chicago September 2008 – May 2011

## TECHNICAL SKILLS

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Figma • Sketch • Adobe XD • Illustrator • Photoshop • InDesign • Rive • Microsoft Office