

# Fernando Dorado

Design systems and product design leader with 10+ years of experience shaping enterprise platforms across finance, retail, and healthcare. Specializing in scalable systems, mobile experiences, and simplifying complex workflows through strategic, user-centered design.

www.fdorado.com  
linkedin.com/in/fdorado  
me@fdorado.com  
(845) 650-3888

## EXPERIENCE

### Goldman Sachs, New York, NY — *VP, Design Systems*

JANUARY 2026 - PRESENT

- Leading the evolution of the OneGS Design System within the Global Marketing organization, driving consistency, scalability, and accessibility across enterprise digital experiences.
- Partner with design, engineering, and product leadership to define system governance, component strategy, and adoption standards across cross-functional teams.
- Establish foundations for motion design tokens, typography modernization, and scalable interaction patterns to improve consistency and usability across platforms.
- Drive alignment between design and engineering through scalable workflows, documentation, and contribution models that accelerate delivery and reduce duplication.
- Champion accessibility, design quality, and systems thinking across enterprise initiatives while mentoring designers and fostering design system maturity.
- Collaborate with stakeholders to evolve the design language and improve the usability of internal tools, marketing experiences, and enterprise platforms.

### Walmart, Hoboken, NJ — *Principal UX Designer, Marketplace*

AUGUST 2023 - JUNE 2025

- Drove the end-to-end UX strategy for the Walmart Seller app, a 0→1 mobile platform serving thousands of third-party sellers; enabled on-the-go management of orders, listings, and communications.
- Designed mobile IA and core workflows for iOS and Android, reducing time-to-task by 35% in usability tests.
- Built a custom pattern library aligned with Walmart's Living Design System, accelerating design handoff and improving engineering velocity.
- Overhauled the Marketplace Subsystem Figma library, improving file structure, naming conventions, and component usability—cutting onboarding time for new designers by 40%.
- Partnered cross-functionally to reimagine seller navigation, boosting

## EDUCATION

General Assembly, Remote.  
*Software Engineering Certificate*

APRIL 2023

City Tech, Brooklyn  
*Communication Design, B.Tech*

JANUARY 2016

General Assembly, New York  
*UX Design Certificate*

APRIL 2015

## UX & PRODUCT DESIGN

UX Design, UI Design, Mobile Applications, Responsive Web Design, Design Systems, Interaction Design, Information Architecture, Prototyping, Usability Testing, User Research, Heuristic Evaluation, Journey Mapping, Persona Development, A/B Testing, User Flows, Wireframing, Visual Design, Design Strategy, Typography, Branding & Identity, UX Writing, Content Strategy, Conversational UX, Voice UI, Enterprise UX, Healthcare UX, Digital Strategy, Design Facilitation, Workshop Design, Cross-functional Collaboration, Mentorship

discoverability of core features by 25% in benchmark studies.

- Launched a contextual feedback system integrated into live flows, increasing actionable seller insights by 3x.
- Redesigned support triage using smart modals, reducing misdirected help tickets by 20% and improving CSAT.
- Co-founded the Partner Experience Pattern Library, delivering a CMS-like Figma system used by 5+ product teams to scale UX.

## **Pfizer, New York, NY — Lead Designer, Helix Design System**

JANUARY 2021 - JANUARY 2023

- Defined the vision and roadmap for Pfizer's global Helix Design System, leading component architecture, token management, and design governance.
- Expanded adoption from 5 to 30+ product teams through system training, outreach, and documentation.
- Partnered with engineering leads to ensure accurate implementation of components across web, mobile, and internal platforms.
- Created a centralized Figma library with detailed specs, reducing duplication and design time by 30%, while improving cross-team collaboration.

## **Pfizer, New York, NY — Lead Designer, Strategic Design**

FEBRUARY 2020 - DECEMBER 2020

- Delivered UX for COVID-19 response initiatives and internal enterprise systems.
- Designed the UX for a Bluetooth-enabled self-injection medical device companion app.
- Researched and validated voice interfaces for Amazon Echo and Google Home.

## **Pfizer, New York, NY — Senior Manager, UI & UX Digital Services**

AUGUST 2019 - FEBRUARY 2020

- Defined UX standards across internal platforms, managing vendor design quality and internal tooling.
- Provided design leadership across multi-disciplinary teams, ensuring consistency and alignment with Helix Design System.
- Optimized workflows, documentation, and tooling to improve team efficiency and reduce redundancy.

## **Pfizer, New York, NY — UX Lead, North America**

JULY 2017 - AUGUST 2019

- Led the launch of Helix Design System v1.0, bringing scalable design practices to global digital teams.

## **TOOLS & TECHNOLOGIES**

Figma, Adobe XD, Illustrator, Photoshop, Webflow, Midjourney, ChatGPT, HTML5, CSS, JavaScript (ES6), ReactJS, NodeJS, RESTful APIs, Bootstrap, SASS, Sequelize, Django, GitHub, Zeplin, Stark, Miro, Lookback, Hotjar, Useberry, Optimal Workshop, Notion, Jira, Slack, Trello, Google Lighthouse

## **LANGUAGES**

English, Spanish, and Portuguese.

- Facilitated Design Studios and usability workshops for enterprise apps and mobile platforms.
- Oversaw high-stakes redesigns aligned with FDA and compliance standards for internal tools and patient-facing apps.

### **Pfizer, New York, NY — *User Experience Designer, Mobile Center of Excellence***

OCTOBER 2015 - JULY 2017

- Championed UX across Pfizer's mobile portfolio, launching design thinking workshops and UX research programs.
- Introduced usability testing and heuristic reviews pre-dev, reducing rework and increasing delivery confidence.
- Evangelized user-centered design with Lunch & Learn sessions for cross-functional teams and execs.

### **Charity Miles, New York, NY — *UX Design Consultant***

MAY 2015 - AUGUST 2015

- Conducted user research and prototyped features for a mission-driven fitness app.
- Improved retention through usability testing and clear UX insights.

### **Freelance, New York, NY — *Design Consultant***

- Delivered branding, UX, and responsive websites for startups and small businesses, balancing aesthetics and performance.
- Built style guides, IA frameworks, and scalable visual systems for clients across tech, logistics, and entertainment sectors.