# Eric Fernandez

Product Designer

🔗 Eric UX UI Designs
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**Skills:**

Product design, UX and UI Design, User research, User Personas & Journeys, Usability testing, User centered design, Design thinking, Interaction design, Prototyping, Stakeholder management, Data visualization, Product strategy, Product management.

**Tools:**

Figma, Sketch, Adobe Photoshop, Invision, Miro, Salesforce, Jira.

## Work Experience

**Amida Technology Solution**

UX UI Designer

Jun 2021 – Current

- Product design for various government related projects, that range from manual process of documents pertaining to disability review and eligibility to my current projects designing a database outlook for a naval cyber security system with the redesign of health systems, Health dash board and data processing designs and prototyping.
- Helped the department of veterans affairs achieve quicker data processing and the ability to manage veteran content such as diagnoses, last doctor visits and benefits processing based on the Content management system I created with control of the full project life cycle.
- Currently designing for a government project that is cyber security focused that looks at threats and Data breaches.
- Create user persona's /stories / journey's to help map out the target user and how they will interact with the products to enhance workplace output.

**PayPal**

Product Designer

Oct 2019 – Jan 2021

- Worked closely with the UI team designing system elements, prototypes, and mock-ups for the PayPal wallet to enhance customer experience, and produce high-quality visuals, from concept to execution.
- Established style guides, standards, and design systems, Participated in several digital campaigns where I designed, prototyped, and deployed PayPal responsive banners with developers to enhance customers' experience and engagement with PayPal credit checkout.
- Design and prototype PayPal Credit user interaction with the new PayPal wallet crypto exchange features that allowed PayPal users to purchase, send and receive cryptocurrency.

**Arnd Town**

Product Designer

Dec 2014 – Feb 2018

- Worked on the entire life-cycle of the product to enhance the user's interactions when finding new things to do based on suggestions in their area or 30 mile radius.
- Implemented a feature that allowed user's to interact with promoters which increased user engagement by 15%.
- Worked on enhancing features such as being able to sync with friends and send invites via text message, cleaning and redesigning the Arnd Town design system which enhanced the aesthetic of the application.

## Education

June 2014 – Nov 2014

Community College of Philadelphia

Information Systems

## Certifications

Mar 2022 – Mar 2024

Scrum Alliance

Certified Scrum Product Owner