

FERNANDA HERRERA

Senior Visual Designer UI/UX | Design Technologist | Product Design Lead

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PROFESSIONAL SUMMARY

Senior UI/UX designer and creative developer with 14+ years of experience bridging product design and frontend engineering to build enriching user interactions and scalable production-ready digital experiences. Full-spectrum expertise from concept to final implementation of digital products, translating complex ideas into high-performance interfaces and human-centered design through agile methodologies.

CORE SKILLS

UX Engineering

Design to Code, Component Architecture, Interactive Prototyping, Design Systems Implementation, human-computer interaction,

Frontend Development & CMS

React, Vue.js, Next.js, HTML5, CSS3, JavaScript (ES6+), Tailwind CSS, React, Performance Optimization, Technical SEO, Webflow, WordPress, Framer, Squarespace

Creative Technology

Web 3D, WebGL, Motion Design, Lottie, Spline, Blender, Interactivity

Product Design

UX/UI Design, Design Systems, Accessibility (WCAG 2.1 AA), Responsive Design, Mobile-First Design, design workshops, design sprints, AGILE methodologies

AI Optimization

AI Prompt Engineering, AI prototyping, design system automation, AI-assisted user research, personalization design, AI-powered usability testing, low-code AI integration.

Strategy & Research

Product Strategy, User Research, Persona Development, Usability Testing, Information Architecture, User Journey Mapping, A/B Testing, Analytics, Analytical thinking, personas

PROFESSIONAL EXPERIENCE

Senior Lead Designer

Inhabit - Remote

Oct 2024 - Present

- Lead design strategy and execution for NFT platforms and biocultural digital products serving 10K+ users
- Bridge product, design, and engineering teams to translate complex ecological systems into accessible digital experiences
- Define scalable UX and design systems with WCAG 2.1 AA compliance standards
- Create high-fidelity prototypes to validate concepts and reduce iteration cycles
- Development of the website using React, Tailwind and teaming with Cryptocurrencies

UX/UI Designer & Frontend Developer

WongDoody / Infosys - Berlin, Germany

May 2023 - Oct 2024

- Designed scalable design systems and component libraries serving as single source of truth across multiple teams
- Created detailed design specifications and interactive prototypes to bridge design and development
- Developed motion-driven interfaces and animations to enhance user experience
- Contributed to award-winning AI driven editorial platforms (Handelsblatt), earning 2 Gold w3 Awards, 1 Silver w3 Award, and 1 German Digital Award Bronze

UX/UI Designer

Euvino - Berlin, Germany

Jul 2022 - Dec 2022

- Owned and evolved design system ensuring consistency across multiple customer touchpoints
- Designed new SaaS features based on comprehensive user research and usability testing
- Led complete website redesign improving conversion rates and user engagement
- Managed and optimized WordPress websites for performance and user experience

UX/UI Designer & Frontend Developer

Newman Agency - Berlin, Germany

Jan 2021 - Jun 2022

- Led end-to-end design and development for clients across retail, healthcare, and finance sectors
- Managed digital production and maintenance of client websites ensuring high uptime and performance
- Implemented SEO best practices and technical optimizations to improve search rankings and organic traffic
- Developed user research, user personas, and reusable UI patterns and design workflows to streamline project delivery

Freelance UX/UI Designer & Frontend Developer

Jul 2020 - Jan 2021

Self-Employed - Berlin, Germany

- Provided end-to-end design and development services for diverse clients
- Delivered responsive websites and web applications with focus on user experience
- Collaborated remotely with international teams and stakeholders
- Designed the identity of mdh <https://www.mediadesign.de>

UX/UI Designer

Oct 2019 - April 2020

Trendig Technology - Berlin, Germany

- Directed visual design and motion design for digital products and websites
- Created custom animations and interactive elements to enhance user engagement
- Delivered responsive websites on schedule and within budget constraints
- Collaborated with developers to implement animations and interactive features

UX/UI Designer

Jul 2018 - Aug 2019

Meridian Group - Silicon Valley / Bogotá

- Applied human-centered design methodology to product challenges for Silicon Valley startups
- Designed user experiences aligned with business objectives and technical constraints
- Conducted user research including interviews and usability testing to inform design decisions
- Created wireframes, prototypes, and high-fidelity designs for digital products

Head Digital Designer UI

Jun 2017 - Jun 2018

Young & Rubicam - Bogotá, Colombia

- Designed digital experiences for global brands including PayU, Suzuki, and Saint-Gobain
- Co-designed Effie Bronze award-winning campaign for financial services
- Pioneered digital technologist role bridging design and development
- Delivered designs for campaigns reaching millions of users across Latin America

Junior Digital Designer

Jul 2012 - Sep 2017

Interactiu Digital Media - Bogotá, Colombia

- Delivered interactive digital experiences for major brands including Avianca Airlines, Coca-Cola, Mazda, and Kia
- Designed user interfaces for web applications, websites, and digital campaigns
- Contributed to establishing the agency's digital innovation practice
- Collaborated with creative and development teams on integrated campaigns

EDUCATION

Bachelor of Visual Design

Universidad de Caldas, Colombia | 2004 - 2010

Diploma in Interactive Installations, Game and Interactive Media

Identity School of Digital Arts | 2012

UX Design Certification

The Interaction Design Foundation | 2018 - 2019

LANGUAGES

Spanish - Native

English - C1 Professional

German - B2 Conversational

CERTIFICATIONS

Green software practitioner

Green software foundation / 2025

Building Interactive Websites: From Design to Development by Niccolo Miranda

Awwwards Academy 2024

How to embrace contemporary trends and create award winning experiences

Awwwards Academy 2024

Creative Portfolios: A powerful visual language for brands

Awwwards Academy 2024

UI Design: Animated is better

Awwwards Academy 2024

Art direction secrets to create unique web experiences

Awwwards Academy 2024

Code Foundations Skill Path

Codecademy 2022

Design Sprint Master (DSA™)

Brightest, 2020

UX Design Certification

IxDF (The Interaction Design Foundation)

AWARDS & RECOGNITION

w3 Awards 2025

Gold - Best Use of Emerging Technology (Handelsblatt AI Trend Report)

Gold - Best Interactive Design (Handelsblatt AI Trend Report)

Silver - Best Editorial Experience (Handelsblatt AI Trend Report)

Deutscher Digital Award 2024

Bronze - Digital Products & Platforms (Handelsblatt AI Trend Report)

Effie Awards Colombia 2018

Bronze - Financial Services Campaign (PayU Campaign)

TECHNICAL TOOLS

Design

Figma, Illustrator, photoshop, After Effects

Development

React, Vue.js, Next.js, HTML5, CSS3, JavaScript (ES6+), Tailwind CSS, Sass

CMS Platforms

WordPress, Webflow, Framer, Squarespace

3D & Animation

Spline, Blender, Lottie, WebGL

Code Editors

VSCode, cursor

Build Tools

Vite, Webpack, npm, yarn, bun

Project management

Jira, Notion

A.I

Figma AI, Claude Design, v0.dev, Google Stitch, Midjourney, Krea.ai, Relume, Uizard