UX3F.com

Ernesto Fascinetto
Visual Designer • ernesto@ux3f.com

" I'm a UX/UI designer specialized in high-fidelity mockups, agile methodologies, and collaborative teamwork, with a passion for continuous learning."

Studies

Google UX Design Certification
Coursera.org | 2022 - 2023

Web Development - UX/UI Design
Platzi.com | 2018 - 2021

Bachelor's Degree Graphic Design
Universidad Tecnológica de México | 2000 - 2004

Skills

+ *Empathy & Bias Awareness*
+ *Team Work & Agile Methodologies*
+ *Problem Solving & Critical Thinking*

Technical Skills

Design	Software
Pencil Sketching	Figma
Color theory	Sketch
Typography	Adobe XD
Story Boarding	Adobe Illustrator
Visual Design	Adobe Photoshop
Responsive Design	Adobe In Design
Information Architecture	Adobe Premiere
Contextual Research	In Vision
Wireframing	HTML / CSS
High Fidelity Mockups	Bootstrap
Prototypes	Mural
Design System	Jira
Usability Testing	Trello

Languages

SPANISH		NATIVE
ENGLISH		FLUENT
ITALIAN	CONVERSATIONAL	

Experience

Recreation.gov *(2021 - current)*
UX/UI Designer

I lead the Mobile App design. Since joining, I've redesigned our app, adding features like Favorites, Availability Notifications, Scan & Pay, and Dark Mode version, based on customer feedback and usability testing.

I contributed to the Design Sprint for the Internal User App (Ranger App) and collaborate with the Design Guild to develop new features for the Desktop version.

Infonavit *(2022 - 2023)*
UX/UI Designer Lead

I led a team of four designers successfully redesigning two fully responsive portals. Our process included conducting contextual research, performing benchmarks, developing information architecture, creating wireframes, designing mockups and prototypes, and establishing a comprehensive Design System using Figma.

Rolls Royce CIS *(2021)*
UX/UI Designer Lead

We conducted a visual update for a Component Information System overseeing Nuclear Power Plants in the USA. In this process, I crafted flowcharts, wireframes, mockups, prototypes, and developed a compact Styles Library for seamless collaboration with developers.

FZ Taller Creativo *(2015 - 2021)*
UX/UI Designer & Front End Developer

I led significant projects, overseeing both Design and Development teams. For smaller projects, I personally handled all aspects of UX/UI work, including HTML, CSS, and JS coding. My extensive experience encompasses benchmarking, user research, information architecture, as well as creating wireframes, mockups, and prototypes. Notable brands in my portfolio include HP, Santander, ABM, Condusef, Axalta, Subaru, OXXO, Cisco, Oracle, and the Mexican Government."

Reforma - Mexico Newspaper *(2007 - 2015)*
UX/UI Designer - Editorial Designer

I designed and developed multiple landing pages for various sections of the newspaper, employing tools such as Dreamweaver and Muse. Additionally, I utilized HTML, CSS, jQuery, and implemented Responsive Design. I conducted thorough testing and focused on continuous improvement throughout the process.

Freelancer *(2004 - 2007)*
Graphic & UX/UI Designer

During my initial years, I engaged in a diverse array of projects, including Branding, Video, Illustration, Web Design, and even 3D modeling. Primarily focused on web development projects, I gained substantial experience with older technologies like Flash, Fireworks, Dreamweaver, and pure HTML. This foundational knowledge has played a pivotal role in shaping my current skill set.