FerBalandra
UX|UI DESIGNER

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With a decade of expertise, I fuse user research, psychology, and innovative design to craft transformative user experiences that surpass expectations. Let's reshape the future of user-centric design.

SKILLS

- Proficient in Native Design for iOS and Android platforms
- Strong expertise in Human-Centered Design research
- Accomplished in User Experience (UX) and User Interface (UI) Design
- Skilled in Wireframing, Prototyping, and Microinteractions
- Familiarity with remote user testing tools like Userzoom
- Proficient in tools: Figma, Sketch, InVision, Adobe XD, UXPin, Balsamiq, etc.
- Agile workflow adeptness: Rally, Jira, Confluence, and similar tools

- Experienced in Design Systems and Component Libraries
- Core knowledge of HTML, and CSS for UI implementation
- Adobe Suite mastery: Web design, vector graphics, color corrections, digital illustrations, and page layout for multiple/single-page documents.
- Up-to-date with Accessibility (WCAG) guidelines and Inclusive Design practices
- Proficient in A/B testing and Data-Driven Design decisions

WORK EXPERIENCE

USAA
UX/UI Designer   SEPT 20-PRESENT

- **Led Redesigned App Store Images:** Spearheaded transformational app store image solutions, driving a fresh design paradigm for the new USAA app on both Apple and Play stores.
- **Informed by Research Sessions:** Conducted strategic research sessions, fueling insights that guided innovative solutions for cohesive app store image designs.
- **Pioneered iOS Widget Designs:** Drove the ideation and design of captivating iOS 14 and iOS 16 widgets, showcasing innovation and utility.
- **Business Partner Communication:** Developed comprehensive documentation to communicate the value proposition of widgets to business partners, ensuring alignment and understanding.
- **Illustration Collaboration:** Collaborated seamlessly with cross-functional teams to craft illustrative elements aligned with the overarching design language.
- **Architected Documentation & Systems:** Orchestrated sessions with partners to comprehend the value of streamlined documentation and file structures, resulting in the creation of robust design systems for enhanced team efficiency.
- **Qualitative Testing Expertise:** Leveraged UserZoom for a series of qualitative tests, delivering data-driven inputs that significantly shaped design decisions.
- **Insightful Research Reporting:** Translated research findings into impactful reports, serving as effective communication tools for business stakeholders.
- **Enhancing Developer Relationships:** Pioneered strategies for fostering stronger partnerships with development teams, enhancing collaboration and outcomes.
- **Agile Proficiency:** Thrived in an Agile environment, harnessing its structure to drive seamless design processes and outcomes.

- **Cultivating Team Dynamics:** Orchestrated biweekly culture team meetups and actively contributed to the organization's culture committee, fostering a thriving collaborative environment.
- **Mentorship & Skill Elevation:** Mentored junior designers, propelling their technical acumen and fostering personal growth towards their developmental aspirations. Collaborated on the iOS and Android App design

Contract position with TCW at USAA
Position: Mid UX/UI Designer
MAY '19-PRESENT

- **Key Role in USAA App Redesign:** Collaborated extensively on the strategic overhaul of the USAA iOS and Android App, contributing to a dynamic user-centric experience.
- **Qualitative Testing Mastery:** Skillfully orchestrated qualitative tests utilizing UserZoom, providing vital insights that steered informed design decisions.
- **Innovative iOS 14 Widget Design:** Pioneered creative iOS 14 widget concepts, playing a pivotal role in the inaugural release for our company app.
- **Crucial Wireframe & Prototype Testing:** Actively participated in qualitative tests for wireframes and prototypes, facilitating a competitive app design against external agencies.
- **Insightful Research Reporting:** Transformed research findings into impactful reports, serving as potent mediums of communication to align business partners.
- **Strategic Internal Communication:** Produced compelling content for an internal site, facilitating transparent communication around major project updates within the organization.
- **Moderated Usability Tests:** Led usability tests for the account summary team project, focusing on optimizing financial assistance for members, driving valuable improvements.

Texas State University, San Marcos, TX
Position: UX/UI Designer
AUGUST '15-APRIL '19

- **User-Centric Usability Testing Leadership:** Orchestrated and curated comprehensive usability tests for the university's computer interface, gaining valuable insights to optimize user experience across the board.
- **Editorial Interface Transformation:** Spearheaded the creation of an intuitive user-centric interface design for the editorial environment within the university's website CMS.
- **Innovative Architecture Solutions:** Pioneered architecture design strategies, infusing innovation into new tools and applications, elevating their functionality and user engagement.
- **Strategic Wireframing & Prototyping:** Played a pivotal role in conceptualizing new tools and applications, translating ideas into actionable wireframes and prototypes that set the stage for seamless development.
- **Revitalized Interactive GUI:** Led a transformational redesign of the interactive GUI interface, enhancing the university's digital presence and engagement opportunities.
- **Collaborative Web Design Excellence:** Collaborated closely with account executives and web developers to deliver compelling web designs that aligned with strategic objectives.
- **Design Leadership in Agile Feature Releases:** Led the design view in a dynamic team in establishing streamlined processes for cyclical releases of novel features on the university website, ensuring consistent innovation and user satisfaction.
- **Responsive Web Design Proficiency:** Demonstrated expertise in responsive web design, adapting layouts seamlessly across devices to optimize user accessibility.

CERTIFICATIONS
NN/G-UX Management certification

LANGUAGES Fluent in
English
Spanish

AWARDS
Silver ADDY award 2014
Gold ADDY Award 2013
Bronze ADDY Award 2013