FerBalandra
UX|UI DESIGNER

Maria Fernanda Higginbotham
Ferbalandra@gmail.com
Ferbalandra.com
Password: Nimbus2000
(956)874-8095

With over a decade of experience in UX/UI design, I specialize in leveraging user research, psychology, and innovative design thinking to create impactful mobile experiences. I am passionate about delivering user-centered solutions that align with business goals and enhance member engagement

SKILLS

- Native Mobile Design: Expertise in iOS and Android guidelines for creating user-centered mobile experiences.
- Design Systems: Experience developing and maintaining design systems for consistency across platforms.
- User Research & Testing: Skilled in leading user research, usability testing, and leveraging insights to drive design decisions.
- Accessibility Standards: Up-to-date with WCAG guidelines and best practices for inclusive design.
- Team Leadership: Leading cross-functional teams to foster collaboration and drive innovation.

- Proficient in tools: Figma, Sketch, InVision, Adobe XD, UXPin, Balsamiq, etc.
- Agile workflow adeptness: Rally, Jira, Confluence, and similar tools
- Core knowledge of HTML, and CSS for UI implementation
- Remote: Familiarity with remote user testing tools like Userzoom, Slack etc
- Adobe Suite mastery: Web design, vector graphics, color corrections, digital illustrations, and page layout for multiple/single-page documents.

WORK EXPERIENCE

USAA
Position: UX/UI Designer   **SEPT 20-PRESENT**

- **Lead Designer, Loyalty Rewards Program** Led the design of a new loyalty rewards program for USAA, creating a seamless native app experience. Developed concepts based on research and user testing, securing funding for a multi-year initiative projected to enhance member engagement and drive revenue growth.
- **Creator, Native Education Program** Developed and led a native design education program at USAA, enhancing designers' skills and confidence across platforms, resulting in increased design consistency and team collaboration
- **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.
- **End-to-End Design Ownership of iOS Widgets:** Led the complete design process for iOS 14 and iOS 16 widgets, from ideation through to final implementation, creating innovative, high-utility features that enhance user engagement.
- **Lead Product Acquisition Native Research:** Led research to improve product acquisition entry points in the iOS and Android app, initiating studies that informed ongoing design efforts for a more user-centered experience
- **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.
- **Lead Onboarding strategy:** Designed strategy for expansion of onboarding experiences in the company, identifying gaps and drafting compelling stories for business partners.

- **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.
- **Mentorship & Skill Elevation:** Mentored junior designers, propelling their technical acumen and fostering personal growth towards their developmental aspirations.

Contract position with TCW at USAA
Position: Mid UX/UI Designer   **MAY' 19-SEPT' 20**

- **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.
- **Insightful Research Reporting:** Transformed research findings into impactful reports, serving as potent mediums of communication to align business partners.
- **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**

- **Design Lead university mobile app design:** Designed the Texas State mobile app, enabling the college to self-host and manage the app, reducing costs by eliminating reliance on third-party services.
- **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.
- **Revitalized Interactive GUI:** Led a transformational redesign of the interactive GUI interface, enhancing the university's digital presence and engagement opportunities.
- **Responsive Web Design Proficiency:** Demonstrated expertise in responsive web design, adapting layouts seamlessly across devices to optimize user accessibility.

- **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.

CERTIFICATIONS
NN/G-UX Management certification

LANGUAGES *Fluent in*
English and Spanish

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