

FERNANDO GONZÁLEZ

Senior UX/UI Designer & Digital Product Developer

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PROFESSIONAL SUMMARY

Senior UX/UI Designer with 10+ years shipping digital products for **Amazon**, **PayPal**, **Grupo Urrea** and 180+ enterprise and startup clients. I turn business goals into measurable outcomes — tripled e-commerce conversion (1.2% → 3.8%), +120% mobile sales, +22% user retention — through UX research, design systems and hands-on delivery from wireframe to production. Bilingual (English / Spanish).

KEY SKILLS

UX/UI Design: Wireframing, Prototyping, Interaction Design, Mobile-First Design, Design Systems, Accessibility (WCAG 2.1 AA/AAA)

UX Research: User Interviews, Surveys, Usability Testing, Personas, A/B Testing, Heuristic Evaluation

Tools: Figma, Sketch, Adobe XD, Illustrator, Photoshop, InVision

Web & Data: WordPress / WooCommerce, HTML5, CSS3, SEO, Google Analytics, BI Dashboards

Delivery: Agile/Scrum, Design-Dev Handoff, Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Vonoa — Co-Founder · UX/UI & Web Lead

Jun 2024 – Present

- Lead end-to-end product design — discovery, wireframes, UI, dev handoff and post-launch iteration — for 20+ client projects across e-commerce, healthcare and services.
- Increased client e-commerce conversion rates by 18% through UX audits, SEO optimization and data-driven redesigns.
- Design and build custom WordPress / WooCommerce platforms optimized for mobile performance and visual quality.
- Direct brand strategy and cross-functional collaboration across design, marketing and development.

HCLTech — Senior UX Designer (PayPal account)

Sep 2023 – May 2024

- Standardized visual design across PayPal's localized EMEA web platforms (UK, France, Spain), preserving the global design system while adapting to regional products and legal requirements.
- Ensured strict accessibility compliance (WCAG 2.1 AA/AAA) across international web properties.
- Created and documented scalable UI components and pattern libraries used by global engineering teams.

KenisIT — UI Design Director

Mar 2021 – Sep 2023

- Directed UX/UI across core web applications, raising user engagement and customer satisfaction scores.

Grupo Urrea — Digital Platforms Administrator

May 2020 – Dec 2020

- Managed five e-commerce and multisite platforms serving Mexico, US and Colombia.
- Led the responsive redesign of Urrea Online — 10,000+ SKUs across three tool brands — lifting conversion from 1.2% to 3.8% and mobile sales by 120%.
- Built business intelligence dashboards on user behavior and e-commerce analytics that drove strategic product decisions.
- Coordinated QA testing, wireframing and prototyping with IT and marketing teams.

Derevo — UX Designer

Aug 2018 – Apr 2020

- Designed a mobile-first rewards app for pharmacy clients that boosted 30-day user retention by 22%.
- Delivered UX/UI for 180+ enterprise and startup clients across 10 industry verticals, collectively serving 5,000+ daily active users.
- Produced wireframes, prototypes, user flows and storyboards through full testing, iteration and delivery cycles.

121 Corp — Digital Designer (Amazon account)

Apr 2018 – Aug 2018

- Designed high-conversion promotional assets for Amazon's Magazine category during Prime Day and Black Friday campaigns.
- Maintained brand consistency across typography, interface layouts and color palettes under Amazon's strict brand guidelines.

DevConsultores — UX/UI Designer

Aug 2016 – Feb 2018

- Designed enterprise dashboards and client-facing web apps focused on data clarity and ease of use.
- Unified UI component libraries and interaction patterns for complex data tables across desktop and tablet.

Panther ONE — UX/UI Designer

Aug 2015 – Aug 2016

- Owned the UX/UI design area for veterinary clinic software: wireframes, application layouts and iconography.

Mobile Lab ITESO · Microsoft — UX/UI Design Intern

Jan 2015 – Aug 2015

- Researched and wireframed mobile applications at Latin America's first Mobile Applications Lab.
- Co-created "Eres Mi Tipo", a blood-donation app that won the COECYTJAL 2015 innovation award.

EDUCATION

Bachelor's Degree in Integral Design — ITESO University, Guadalajara

CERTIFICATIONS

Google UX Design Professional Certificate — Coursera (2022) · Fundamentals of Digital Marketing — Google (2022) · Web Development Introduction I & II — Google Activate (2020)

LANGUAGES & PORTFOLIO

Spanish (native) · English (professional). Full case studies and interactive prototypes: fergonz-web.vercel.app