

## Experience

### Senior UX Designer 2022 - Present

[ssw.com.au](http://ssw.com.au)

- ▶ UX - User Research
- ▶ UX - Product Research
- ▶ UI - Design - Prototyping (Figma)
- ▶ UI - HTML CSS
- ▶ UI - Documentation
- ▶ UX - Application Branding
- ▶ Design - Marketing Design
- ▶ Management - Scrum
- ▶ Management - Client presentation

### VP of Brand 2020 - 2022

[servertribe.com.au](http://servertribe.com.au)

- ▶ UX - Marketing Research & Product Strategy
- ▶ UX - User Research
- ▶ UI - Design - Prototyping (Figma)
- ▶ UX - Application Branding
- ▶ Design - Brand Identity and Style Guide
- ▶ Management - Scrum
- ▶ Management - Video and Social media team
- ▶ Video - Product Videos
- ▶ Video - Storyboarding and scripting

### Creative Director 2012 - 2020

[toffy.com.au](http://toffy.com.au) (Founder)

- ▶ UI - Design Prototyping (Figma)
- ▶ UI - Development HTML, CSS, Javascript
- ▶ UX - Foundational research
- ▶ UX - Product testing and user feedback
- ▶ Management - Scrum
- ▶ Management - Client management
- ▶ Advertising - Video Production
- ▶ Advertising - Website design
- ▶ Advertising - Print Design

## Education

**Bachelors of Multimedia Systems (Applications) BSC** 2013

Monash University, Australia.


**Diploma of Digital Media** 2004


Media Design School, New Zealand



Hi I am Joseph,  
a UX/UI designer  
who uses  
human-centred  
design to win  
Hearts & Minds.


I have over a decade of experience as a designer with a strong branding and web development background.

 Joseph Fernandez

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## Skills & Proficiencies

### White boarding & Card sorting



FigJam



Miro

### Prototyping & Wire-framing



Figma



Sketch

### Survey



Google Forms



SurveyMonkey

### Documentation



Confluence



Click App

### User Analytics



Google Analytics



hotjar

### Project management



Azure DevOps



Jira

### Version Control



BitBucket



GitHub

### Development



php



Sass



{less}



Javascript



CSS



HTML

### Design software



Illustrator



Photoshop



Affinity

## Influences



**Simon Sinek**

Author



**Steve Jobs**

Entrepreneur




**Jony Ive**

Designer

## Hobbies

 Gym

 Photography

 Videography

## Portfolio

Please visit my website to review a few project case studies and to learn more about who I am.

[www.2fernandez.com](http://www.2fernandez.com)