

Experience

Senior UX UI Designer

2022 - Present

ssw.com.au

I play a crucial role in advancing the UX design process with the goal of crafting interactive prototypes grounded in thorough research strategies.

My tasks include fostering creativity through workshops, crafting personas, constructing user flows, evaluating information architecture, and shaping customer journeys.

In close collaboration with UI developers, testers, and solution architects, I ensure the smooth delivery of solutions tailored to a diverse clientele, which includes prominent names such as HITACHI, South East Water, RapiScan, and more.

Key Responsibilities Included:

- ✓ UX - User Research
- ✓ UX - Market Research, Foundational Research
- ✓ UX - Application Branding
- ✓ UI - Design - Prototyping (Figma)
- ✓ UI - HTML CSS
- ✓ Design - Digital content creation
- ✓ Design - Brand development
- ✓ Management - Scrum
- ✓ Management - Client estimation

VP of Brand

2020 - 2022

servertribe.com.au

In this role, I spearheaded the Brand Development and UX Design initiatives for the company's flagship automation product. Within this role, I conducted comprehensive market research within the specialised realms of ADMS (Advanced Distribution Management System) and SCADA (Supervisory Control and Data Acquisition).

Leveraging a profound understanding of the product and its user base, we successfully crafted and executed strategies to enhance the application user experience. I worked closely with the development team to ideate and refine



**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 background in branding and web development.

I am passionate about developing solutions that benefit the user and adds value to their lives.



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the User Interface through an iterative cycle.

I also led a dynamic team of digital producers and content creators who successfully positioned ServerTribe in the niche sector of ServerAutomation and attracted over 120,000 visitors in less than 12 months.

Key responsibilities of this role included:

- ✓ UX UI Design
- ✓ Brand Identity and Style Guide
- ✓ Marketing Research
- ✓ Marketing Strategy
- ✓ Prototyping in Figma
- ✓ Ideation and storyboarding
- ✓ WordPress & PHP development
- ✓ Google Analytics analysis
- ✓ SEM Rush analysis

Creative Director

2012 - 2020

Toffy Digital (Founder)

As the Director in this capacity, I orchestrated and led a multifaceted team comprising designers and developers, delivering impactful consultancy services to a diverse clientele ranging from small enterprises to large corporations. Our collaborative efforts created sophisticated concepts tailored mainly for desktop and mobile platforms. Our strategic advantage focused on startups and emerging business ventures, fostering long-term support and collaboration over several years.

My leadership extended to shaping the UX strategies for numerous websites and applications, culminating in the engagement of over 10 million users annually. This achievement underscored the effectiveness of our user-centric approach and the team's ability to drive substantial user traffic through compelling and intuitive digital experiences.

We provided services for various clients, including Exinda Networks, Pental, Jeep Australia, Monash University, McDonald's, The Human Rights Commission Victoria, TWU Victoria, IMPCO and more...

My Key Responsibilities included:

- ✓ Business development

Influences



Simon Sinek

Author



Steve Jobs

Entrepreneur



Jony Ive

Designer

- ✓ Project Management
- ✓ Client Account management
- ✓ UX Foundational Research
- ✓ UI Design prototyping
- ✓ UI Development (Javascript / Angular / CSS / HTML)
- ✓ WordPress development
- ✓ Joomla development
- ✓ Maintaining and monitoring websites
- ✓ Google Analytics
- ✓ Social Media Video production

Education

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

Monash University, Australia.

Diploma of Digital Media **2004**

Media Design School, New Zealand

Skills & Proficiencies

White boarding & Card sorting	FigJam, Miro
Prototyping& Wire-framing	Figma, Sketch
Survey	Google Forms, SurveyMonkey
Documentation	Confluence, Click App
User Analytics	HotJar, Google Analytics
Project management	Azure DevOps Jira
Version Control	BitBucket, GitHub
Development	HTML, CSS, SCSS, PHP
Design software	Illustrator, Photoshop, Affinity Designer
Video Editing	FinalCut, Premier

Hobbies

Gym
Photography

Portfolio

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

www.2fernandez.com

Get in touch



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