

# Experience

## Senior UX UI Designer

2022 - Present

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

In this role, I design highly interactive prototypes based on research and lean UX methodologies.

My tasks include strategies to solve critical user problems by mainly facilitating workshops, reviewing 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 include HITACHI, South East Water, Rapiscan, and more.

My Key Responsibilities Included:

- ✓ UX Research
- ✓ UX Analysis and Concept Development
- ✓ UX UI - Figma Prototyping
- ✓ UX UI - HTML CSS
- ✓ Design - Digital Content Creation
- ✓ Management - Agile Scrum

## VP of Brand

2020 - 2022

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

In this role, I spearheaded the Brand Development and UX Design initiatives for the company's flagship automation product Attune and its newly launched website, which attracted over 120,000 website visitors in its first year.

I conducted comprehensive market research within the specialised realms of ADMS and SCADA.


Leveraging a profound understanding of the product and its user base, we successfully crafted strategies to enhance the application user experience.


I worked closely with the development team to ideate and refine the UI through short iterative cycles.




**Hi I am Joseph,  
a designer who  
uses human  
centred design to  
win hearts & minds.**

I have over 10 years of experience as a UX and Product Designer with a strong branding and business strategy background.

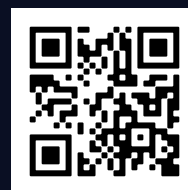
 Joseph Fernandez

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My Key Responsibilities Included:

- ✓ UX Market Research
- ✓ UX UI - Figma Prototyping
- ✓ Product Strategy
- ✓ Brand Development
- ✓ Concept Development
- ✓ UX User Data Analysis

## Creative Director

2012 - 2020

Toffy Digital (Founder)

As the Director, I orchestrated and led a multifaceted team comprising of designers and developers, delivering impactful consultancy services to a diverse range of clients.

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.

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
- ✓ Scrum Master
- ✓ UX Research
- ✓ UX UI - Figma Prototyping
- ✓ UX UI - HTML CSS
- ✓ WordPress development
- ✓ Google Analytics
- ✓ Social Media Video production

## Latest Projects



### SSW Rewards

SSW Rewards is a social app designed to generate interest and connection between internal staff and external users during events.

[View Project](#)



### Rapiscan ScanOS

ScanOS is a monitoring and reporting app for security scanning devices and services located at a single location.

[View Project](#)

## Education

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

Monash University, Australia.

**Diploma of Digital Media** 2004

Media Design School, New Zealand

## Skills

<b>White boarding &amp; Card sorting</b>	FigJam, Miro
<b>Prototyping &amp; Wire-framing</b>	Figma
<b>Survey</b>	SurveyMonkey
<b>Documentation</b>	Confluence,
<b>User Analytics</b>	HotJar, Google Analytics
<b>Project management</b>	Azure DevOps, Jira
<b>Version Control</b>	GitHub
<b>Development</b>	HTML, CSS, SCSS, PHP
<b>Design software</b>	Illustrator, Photoshop,
<b>Video Editing</b>	FinalCut

## Hobbies

Gym  
Videography  
Photography

## Contact



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