

# JOSEPH FERNANDEZ

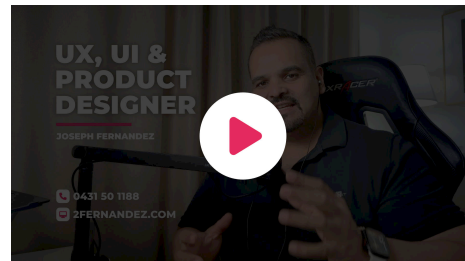
## Senior UX Designer

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Australian Citizen - Melbourne - Ready to Relocate

## Professional Summary

Accomplished Designer with over 15 years of experience, actively contributed to over 60 major projects. To learn more about my background and approach, please watch the following short video: <https://www.youtube.com/watch?v=n-i0rD7Ydvs> (1 min 10 seconds).



## Experience

### UX UI / Design Systems Lead

#### MLC Life Insurance (Nov 2024 - Present)

- Figma design system development for partner practice
- UI Prototyping of key financial calculators and tools
- Mentoring senior and junior designers

### Senior UX Designer

#### Aware Super (Apr 2024 - Oct 2024)

- Developed a company-wide Figma design system
- Delivered UI design system training to various departments
- Performed website Accessibility audit
- Delivered UX concepts and strategies to senior stakeholders

### Senior UX UI Designer

#### SSW Consultancy (Oct 2022 - Apr 2024)

- Led UX design on Hitachi, RapiScan & South East Water
- Optimise customer journeys and user experiences
- Integrated with development, testers and solution architects
- Led scrum teams across UX practice
- Advised developers on CSS/HTML best practices

### VP of Brand

#### Server Tribe (Nov 2020 - Dec 2023)

- Responsible for foundational product design
- Developed a comprehensive UX and Marketing strategy
- Led brand design and front-end UI development

### Creative Director

#### Toffy Digital (Mar 2012 - Feb 2020)

- Delivered consultancy services to clients that included Jeep Australia, Exinda Networks, Monash University, Victorian Human Rights Commission, Santos and more
- Responsible for Product and UX practices
- Developed scrum practices across the delivery teams

## Skills

### Figma

Interactive prototyping, & wire-framing

### FigJam, Miro

Research and Collaboration

### Agile/Scrum, Jira, Confluence, DevOps

Documentation and project management

### HTML, CSS, SCSS, PHP, GIT, Javascript

Development

### Illustrator, Photoshop, LightRoom, FinalCut Pro

Design Software

## Education

### Bachelor of Multimedia Systems

BSC Monash University  
Minor in software development

## Hobbies

- Photography
- Videography