Julia Fernandez

Graphic Designer | Product Designer | UX/UI Designer

Portfolio at **juliafernandez.design**
Let's connect at **linkedin.com/in/adesignwoman/**
Contact me at **juliafernandez.design@gmail.com**

Tools

Adobe XD, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere, Adobe After Effects
Microsoft Word, Microsoft Excel, Microsoft Powerpoint,
Sketch, Figma, InVision, Keynote

Skills

Information Architecture, Information Design, Visual Communication, Wireframing, Interactive Mockups, Journey Mapping, Usability Testing, Research Conducting, Research Analysis, Storyboards, Prototyping, High Fidelity Mockup, Visual Design, Design Systems

Copywriting, Public Speaking, Management, Leadership, Communication, Collaboration

Awards & Achievements

LIVE Portfolio Reviewee
AIGA Portfolio Festival 2020, AIGA

25th Brandathon
1st Place, 2020

Academy of Art University (AAU)
Award for Design Leadership, 2019

Your Filipino Professionals Association (YFPA)
Scholarship recipient, 2017

Education

BFA, Graphic Design
Academy of Art University, May 2021
- Graphic Design Undergraduate Student Representative, Fall 2020
- GPA 3.95/4.00

Your Filipino Professionals Association (YFPA)
Presidential Scholarship, 2017
- Full ride scholarship

Experience

Product Design Intern
SuperFriendly, Internship, September 2020-December 2020
- Produce wireframes for Arcade, a new web application that enables users to create, edit, and manage design tokens for enterprise teams
- Research and build Arcade's brand identity
- Execute design iterations with creative director
- Collaborate with tech lead to deliver user interface and experience solutions
- Oversee user testing, user interviews, and analyze results to improve the user interface

Associate Creative Director
Young & Hungry, Internship, September 2020-December 2020
- Young & Hungry is a student-run, faculty lead agency at Academy of Art University that handles client workProject manage a team of 10 designers to create digital content for social media platforms of Young & Hungry
- Oversee production of brand content (i.e., newsletters, social media content, event banners, etc.)
- Serve as point of contact between creative directors and design team

Freelance Graphic & Product Designer
Self Employed, Part Time, September 2020-December 2020
Moscow Stanislavski Theatre (January '20-Present)
- Created a design system and costume booklet for the Moscow Stanislavski theatre's production of The Nutcracker
Solve LLC (May 2020-August 2020)
- Create brand identity, visual system, including packaging dielines, and environmental mock-ups
AAU Housing (January '20-March '20)
- Designed a new visual system for event posters, giveaways, and other collateral for Academy of Art University Housing

Community

Co-Founder at Students of UXD
Students of UXD – August 2020-Current
Here to help make the world of human-centered design more human by amplifying the voices and stories of user experience designers through our platform and online community.

Student Influencer at Adobe
Adobe Experience Lab – September 2020-Current
Create content and promote student insight to help shape the content calendar for the ongoing Experience Lab program

Student Member at AIGA
American Institute of Graphic Arts – March 2019-Current
Student Representative of Academy of Art University's Student Group