

ANDREA FERNÁNDEZ

Senior Product Designer

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Portfolio

Selected UX and visual design work for global brands including Hilton, Bayer and Google
<https://andreafernandez.design>
Password: hello01

SUMMARY

Senior Product Designer with 10+ years of experience working in digital design and creative environments, supporting global teams with high-quality digital products and visual assets. I specialize in turning complex problems into clear, well-crafted experiences while maintaining strong standards for visual quality, organization, and consistency.

I am a hands-on designer who works closely with cross-functional teams, organizes complex design systems and asset libraries, and ensures digital content is easy to maintain, scale, and use across platforms.

EXPERIENCE

SweetRush (now acquired by NIIT)

Art Director, UX/UI Designer | 2016 to 2026

- Led end-to-end design for large-scale digital platforms used by global organizations including Google, Amazon, Bayer, Microsoft, and Hilton.
 - Owned design from concept to delivery across enterprise platforms including onboarding flows, learning systems, and internal tools.
 - Designed digital experiences and supporting visual assets used across 80+ countries, balancing scalability, accessibility, and local constraints.
 - Translated complex or conflicting requirements into clear user flows, interfaces, and visual structures through rapid prototyping and iteration.
 - Worked closely with engineers and product teams to deliver high-quality solutions efficiently.
 - Built and maintained large design systems and organized UI asset libraries in Figma, improving consistency and reducing design-to-development time by approximately 30%.
 - Managed and structured digital design assets including images, UI components, icons, and multimedia content so teams could easily access and reuse materials across projects.
 - Championed accessibility and inclusive design, implementing WCAG 2.1 standards across multiple platforms.
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GreenPow

UX Consultant | 2015 to 2025

- Worked as a lead designer and consultant on mission-driven digital products, from early discovery to launch and iteration.
- Led product design for complex platforms, often as the sole or lead designer, owning UX decisions end to end.

- Designed information architectures, workflows, and interaction patterns for platforms with multiple user roles.
 - Ran workshops and discovery sessions to align stakeholders and clarify product requirements.
 - Organized digital project files, visual resources, and content libraries to support collaboration across designers, developers, and stakeholders.
 - Co-founded Greenpow Studio, building and leading a small cross-functional team delivering more than 50 digital projects.
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Hangar (Now Critical Mass Latam)

UI/UX Designer | 2012 to 2015

- Designed responsive interfaces and interaction patterns for global brands including HP, Citibank, Nissan, and Clorox.
 - Created high-fidelity UI and visual systems for large-scale digital products.
 - Contributed to shared UI libraries and style guides used across multiple teams.
 - Collaborated closely with developers in fast-paced agency environments with tight deadlines.
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SKILLS

Product Design • Interaction Design • Design Systems • Digital Asset Organization • Visual Content Management • Information Architecture • Usability Testing • Accessibility • Cross-Functional Collaboration • Figma • Adobe Photoshop • Adobe Lightroom (basic) • Rapid Prototyping

EDUCATION

M.A. Social Design and Sustainable Innovation

SRH School of Design and Communication, Berlin

M.A. Marketing Communication

Universidad Latina de Costa Rica

B.A. Advertising

Universidad Latina de Costa Rica

CERTIFICATIONS

Gamification (Creating Addictive User Experiences). Interaction Design Foundation

Human-Computer Interaction. Interaction Design Foundation

Neuromarketing. Universidad Creativa, Costa Rica

UX Design Professional Program. 404 Academy, Costa Rica

LANGUAGES

Spanish (native)

English (fluent)

German (professional working proficiency)