Henry P. Fuerte

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OBJECTIVE: A Sr. UX/Interaction Design role. Open to start-ups, enterprise companies.

SUMMARY

! A seasoned UX Designer with 10 years of experience designing enterprise websites, desktop apps, mobile apps.
! As a collaborative designer, have delivered a wide range of design deliverables, scoped and managed projects, and an enthusiastic client-facing team member.
! Passionate about human-centered design, a very good communicator, and deftly straddle product, engineering, and marketing teams.

AREAS OF EXPERTISE

Skills: Ux Strategy, Competitive Analysis, Brainstorming, white–boarding, ideation, Information Architecture Journey Maps, Mobile Design patterns (Android, iPhone, iPad, Responsive Design, Persona research and creation Prototyping (Digital, Pen & Paper), Usability testing.

Tools: Adobe PhotoShop, Adobe Illustrator Adobe Acrobat, Adobe InDesign, Axure RP Pro, Atlassian Jira & Confluence, MS Office Suite, MS Project, Omnigraffle, Sharepoint, Sketch, Invision, Visio 9, WordPress.

Coding: HTML 5, CSS 3, Reverse engineer, understand javascript plug-ins with usually intentional presentation.

PROFESSIONAL EXPERIENCE

Senior User Experience Consultant, SF Bay & San Diego Areas   04/2016 – Present
! Consultant Ux role for stealth start-up in San Diego, under non-disclosure NDA agreement.
! Brainstorm and execute creative solutions for Interaction Design plan on desktop, mobile and tablet devices.
! Create wireframes using Sketch based on product requirements in collaboration with Project, Product, and Engineering teams.
! Managed outside agencies utilized during various project phase as well as experience with enterprise (B2B, B2C, internal workflow) apps.

Travelled for several months on and off   10/2015 - 03/2016

Apollo Technology Group, San Francisco, CA   02/2015 – 08/2015
Senior Interaction Designer (contract)
! Designed UX solutions that span multiple devices (desktop, tablet, mobile)
! Collaborated with Business, Product, and Engineering teams for Self-service web application for UoPx students.
! Translate business requirements to detailed interaction design, iterate on feedback.
! Implemented, created wireframes and low-level prototypes using Axure RP Pro 7.
! Participated in Self-service applications usability studies during early prototype iterations.

Freelance UX/ID consultant, San Francisco, CA   06/2014 – 03/2015
! Access, brainstorm, create, and implement high-level User experience research into detailed wireframes.
! Translate business requirements to detailed interaction design, iterate on feedback.

Collabera, San Francisco, CA   08/2012 – 06/2014
Interaction Designer (contract)
Client: Bank of America.
! Create wireframes, user flows, gather user requirements, task analysis, and client facing interaction in

- an both agile scrum and waterfall environments for online and mobile applications (iPhone, iPad, and Windows 8).
- Gather and maintain business requirements working with line of business and segment representatives.
- Drive the optimum implementation of functionality through research and usability testing.
- Conduct task analyses to define user needs.
- Develop high-level information flows and navigation systems.
- Develop detailed page schematics.
- Work with Technology & Operations to determine technology needs for given initiatives.
- Work with visual designers to ensure look & feel of given initiatives meets intended user interaction.
- Participate in the development of product prototypes for usability testing and proof of concept purposes.
- Participate in usability tests by helping to define methodology, conducting walks-through, & developing reports.
- Represent solutions throughout Line of Business, Development, & Testing; E-commerce focus.
- Manage outside agencies utilized during various project phase.

Aricent, San Francisco, CA   11/2011 – 05/2012
User Experience Designer
- Plan, prioritize, coordinate, and conduct user requirements analysis, task analysis, conceptual modeling,
- information architecture design, interaction design, and usability testing.
- Design and specify user interfaces and information architecture using participatory and iterative design
- techniques, including observational studies, customer interviews, usability testing, and other forms of requirements discovery.
- Produce user requirements specifications, personas, storyboards, scenarios, flowcharts, design prototypes,and design specifications.
- Effectively communicate research findings, conceptual ideas, detailed design, and design rationale both verbally and visually.
- Manage the design process, drive decisions, track issues, and assist in estimating resource needs and schedules.
- Work closely with development teams (on and off shore) to ensure that design specifications are implemented.
- Participate as a contributor to an interdisciplinary team that includes other designers, project management,
- business and brand strategists, and hardware and software developers.

Bambou Design Inc., San Francisco, CA   06/2011 – 10/2011
User Experience Designer/Project Manager
- Create user experience specifications sheet for mobile medical Phone application.
- Highlight each of the various components on the screen for review/design iterations.
- Provide creative insight for easily navigable and user friendly interaction design.
- Manage, notate weekly meeting milestones, client updates, and maintain project schedule.

RecipPeeps Inc., San Francisco, CA   02/2011 – 06/2011
Senior UX Designer/Irise Studio Visual Prototyper
- Conduct weekly creative brainstorming sessions involving complex user experience/interaction design
- methodologies for RecipPeeps.com.
- Implement design/business requirements into iRise pages, using object-oriented widgets via
- iRise best prototyping practices.
- Prototype individual registration, mobile app, and global and local navigation pages.
- Create portable iDoc application simulations including multiple flows, simulated business data and
- business logic to ensure the interactive simulation is representative of the business requirements and
- information gathering process.
- Gather and analyse client goals, user needs and web site requirements.

Fifth International, San Francisco, CA   02/2008 – 12/2010
UX Designer
! Recently completed a consultancy for a Mobile Marketing start-up designing their Web Marketing
! Wizard user interface.
! Conducted usability interviews using paper prototypes, gathered information for assessment for
! Stakeholders as well as usability analysis and testing, including Web 2.0 technologies.
! Implemented and iterated on feedback from users while creating low fidelity prototypes via
! Powerpoint.
! Gather and analyse client goals, user needs and web site requirements.

Bank of America, San Francisco, CA   07/2007 – 01/2008
Interaction Designer/Information Architect
! Gather each project's business requirements from product and segment representatives
! Determine optimal implementation strategy via research and usability testing
! Define user needs by conducting task-focused analysis
! Draft high-level information flows and navigation systems
! Create conceptual designs focused on maximum innovation
! Develop detailed page schematics
! Determine technology needs for initiatives by working closely with a development team
! Ensure look & feel of initiatives supports user experience by working with visual designers
! Facilitate development of product prototypes for usability testing and proof-of-concept purposes
! Help define methodology for usability tests, assist with testing walk through, and contribute to reports.
! Present design solutions to business representatives and other stakeholders

Universal Electronics Inc., San Mateo, CA   04/2007 - 07/2007
UX/UI Designer
! Gather and analyse client goals, user needs (personas), and web site requirements as per business
! requirement document.
! Implement and develop user interface for web based consumer application for a consumer electronic
  device.

Modem Media Inc., San Francisco, CA   01/2007 – 03/2007
Information Architect
! Gather and analyse client goals, user needs and web site requirements.
! Implement and develop functional specs (wireframes) and micro-sites based on web site assessment while
  collaborating with visual designers, copywriter, engineering, and strategy.
! Ensure look and feel/branding supports user needs through usability testing.

Zoom Systems Inc., San Francisco, CA   06/2006 – 12/2006
UI Designer
! Design User Interfaces for State-of-the-Art online stores for various consumer products.
! Iterative design process upon client approval build out of all assets: buttons, product shots, flash
  components.

GAP Inc., San Bruno, CA   11/2005 – 05/2006
Web Designer
! Create, modify, and implement web based Point of Sale instructional training for U.S, Puerto Rico, and
  Canada.
! Modified and created lesson plans as well as web graphics for existing and new lesson categories using
  CSS, Dreamweaver MX and Adobe Photoshop.

<u>Visa/IBM</u>   02/2005 – 09/2005
UI Designer
! Create, solve, and implement Ux and Ui design for internal Visa portal.
! Teamed with web front developer to iterate and complete coding of project.

<u>EDUCATION</u>
San Francisco State University, San Francisco, CA
BA, Film Writing & Production Emphasis, 3.36 GPA.