



Daniela Fernández



— Graphic Designer specialized in UX/UI & Digital Project Management

ABOUT ME

Graphic designer with over 9 years of experience in digital design, specializing in web design, UX/UI, and project management.

Leader of multidisciplinary teams with strong skills in process management, client and vendor coordination, and agile methodologies.

Passionate about creating functional and aesthetic digital experiences that provide real value to users and meet business goals.

HIGHLIGHTED SKILLS

- ◇ **Digital Project Management:** Agile, Scrum, Asana, Trello
- ◇ **Creative and technical team coordination**
- ◇ Effective stakeholder **communication & strategic leadership**
- ◇ **Workflow implementation & team training**
- ◇ **User-Centered UX/UI:** research, wireframes, prototyping (Figma, XD), testing
- ◇ **Front-End Development:** HTML, CSS, responsive design, technical SEO
- ◇ **Graphic Design & Branding:** Visual identity and editorial design

CONTACT

 5512280591

 daniela@hoopmexico.mx

 Querétaro, Mexico

LANGUAGES

 English Intermediate–Advance

 Spanish Native

EDUCATION

Universidad Tecnológica de México (UNITEC)
2009 – 2013

Bachelor's Degree in Graphic Design
Professional ID: 9565825

PROFESSIONAL EXPERIENCE

[2025–Present]

GREENPEACE MEXICO

Freelance | UX/UI Designer – Official Website Redesign

- ◇ Led the full redesign of Greenpeace Mexico's official website with a focus on accessibility, information architecture, and user-centered experience.
- ◇ Worked closely with stakeholders and internal teams to align communication goals with effective and sustainable digital solutions.

[2014–2024]

MAMUT PUBLICIDAD

Web Development Director (2017 – 2024)

- ◇ Directed and delivered over 80 digital projects (landing pages, websites, platforms)
- ◇ Managed internal teams (up to 12 people) and coordinated with external vendors
- ◇ Designed user-centered interfaces using usability heuristics, Design Thinking, and Lean UX
- ◇ Implemented agile methodologies, reducing delivery times by 25%
Oversaw project timelines, budgets, and KPIs
- ◇ Integrated SEO and web accessibility practices into corporate projects

Front-End Jr. & Digital Designer (2014 – 2016)

- ◇
- ◇ Web layout using HTML/CSS and Bootstrap
- ◇ Graphic design for digital campaigns and product redesigns

KEY PROJECTS

- ◇ **American Express – Business Taxes & Expenses Site:** UX/UI, SEO, ongoing improvements.
- ◇ **American Express (Corporate, eApply, Business Expenses):** UX/UI design, navigation and conversion optimization.
- ◇ **Doopla:** UX/UI redesign focused on improving navigation and user trust.
- ◇ **Canon Microsite:** Design and conversion structure focused on user experience.
- ◇ **EVO Payments:** Full redesign with mobile-first approach, accessibility, and SEO metrics.

CERTIFICATIONS

UX Design Professional Certificate – Google/Coursera (In progress)

– Foundations of User Experience

Google Project Management Professional Certificate (2023)

– Project Management Fundamentals

UX/UI Course – Coderhouse (2021)

Diploma in Web Design – CENTRO (2016)



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