

Javier Martín Fernández ♦ ♦ *

Senior Product Designer

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About me

I am a Senior Product Designer with 8+ years of experience. I put all my efforts on building appealing, scalable interfaces that balance user, business and technical goals. I've worked on dashboards, complex product flows, marketing websites and mobile apps, always collaborating closely with developers and stakeholders to make sure designs are both usable and feasible. My background in frontend helps reduce friction between design and development.

UI / UX – Figma · Protopie · Atomic Design · Mobile First · Design Systems.

Visual & 3D – Blender · After Effects · DaVinci Resolve · Photoshop · Illustrator.

Frontend – HTML · CSS · JS · Sass · TailwindCSS · Astro · Wordpress · Webflow.

Professional Experience

Freelance – **Product Designer**

Currently

- ♦ Lead end-to-end UI/UX design for web and mobile client projects, from discovery to polished implementation.
- ♦ Define visual identity, component libraries, and scalable design systems using Atomic Design principles.
- ♦ Collaborate directly with stakeholders and developers to align business objectives with user needs.

- ◆ Deliver responsive, accessible interfaces from early prototypes to production-ready designs.

Code Wizards – **Product Designer**

11 months

- ◆ UI/UX design for web products and dashboards with a mobile-first approach.
- ◆ Definition of user flows, information architecture, and visual hierarchy to solve real product and business problems.
- ◆ Daily collaboration with developers and clients to validate design decisions and ensure feasibility.
- ◆ Use of frontend knowledge to reduce friction between design and implementation.
- ◆ Continuous iteration based on feedback, constraints, and product goals.

Many-Worlds – **Senior UI/UX Designer**

4 years and 4 months

- ◆ End-to-end ownership of UI/UX design for mixed reality and XR products.
- ◆ Definition of visual systems, UI components, and non-conventional interaction patterns.
- ◆ Design of experimental interfaces for emerging and evolving markets.
- ◆ Close collaboration with developers to ensure technical feasibility and visual consistency.
- ◆ Occasional support in HTML, CSS, and JavaScript for prototyping and production adjustments.

SIDN Digital Marketing – **UI/UX Designer**

3 years and 7 months

- ◆ Designed interfaces for digital campaigns, corporate websites, and eCommerce platforms.

- ◆ Worked with high-profile clients under tight deadlines and high expectations.
- ◆ Collaborated closely with developers to ensure design fidelity in final products.
- ◆ Contributed to visual and UX decision-making in fast-paced environments.

SIDN Digital Marketing – **Frontend Developer**

3 months

- ◆ Layout, development, and maintenance of websites using WordPress, PHP, and jQuery.
- ◆ Collaboration with SEO and marketing teams to improve performance and UX.

Education

High-Performance Course in Graphic Design

Higher Degree in Mobile Application Development

Higher Degree in Web Application Development

Languages

Spanish: Native

English: Upper-Intermediate (Cambridge B2)