RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(512) 969-1652
ruben@rubenfernandez.co
rubenfernandez.co

EDUCATION

2012 – 2015	**University of Colorado Denver**	Bachelor of Fine Arts Emphasis in Digital Design
Summer 2014	**Danish Institute for Study Abroad**	Study abroad course in Scandinavian design
2009 – 2012	**Community College of Denver**	Associates of Arts Emphasis in Graphic Design

EXPERIENCE

2015 – Current — **IBM**
Analytics Platform
Software Designer, Visual / UX Designer
Visual Design, Interaction Design, UXD

2013 – 2015 — **University of Colorado Denver**
Marketing Assistant and Designer
Branding, Poster Design, Event Promotion

2013 – 2015 — **Elevate-Denver**
Freelance
Cinematagrophy, Brand Identity, Stationary, UX/UI

2011 – 2013 — **Forever Changed**
Freelance
Creative Direction, Brand Identity, Cinematography

SKILLS

Photoshop	Cinema 4D	Axure
Illustrator	Premiere	HTML/CSS
InDesign	Final Cut Pro	Javascript
Lightroom	After Effects	Wordpress

Interaction Design
Information architecture, storyboarding, wireframing, prototyping, visual design, style guides, typography, icons.

User Research and Usability Testing
Contextual inquiry, ethnographic interviews, surveys, heuristic evaluation, usability testing.