



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
Cinematography, Brand Identity, Stationary, UX/UI

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

SKILLS

Photoshop	Cinema 4D	Axure	Interaction Design Information architecture, storyboarding, wireframing, prototyping, visual design, style guides, typography, icons.
Illustrator	Premiere	HTML/CSS	
InDesign	Final Cut Pro	Javascript	User Research and Usability Testing Contextual inquiry, ethnographic interviews, surveys, heuristic evaluation, usability testing.
Lightroom	After Effects	Wordpress	