



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

Research Project 1



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 339-0340

ruben@rubenfernandez.co

rubenfernandez.co

EDUCATION

- 2011 – 2016** **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 – 2011** **Continuity College of Denver**
Associate of Arts Emphasis in Graphic Design

EXPERIENCE

- 2013 – Present** **University of Colorado Denver**
Marketing Assistant and Designer
- 2013 – Present** **Elevate-Denver**
Freelance
Cinematography, Brand Identity, Stationery, UX/UI
- 2013** **Revival Post**
Freelance
Photography, Cinematography and Motion Graphics
- 2011 – 2012** **Purpose Changed**
Freelance
Creative Direction, Brand Identity
- 2009** **Rosetta Student Mijntjeies**
Freelance
Logo and T-shirt design

REFERENCES

Instructor **Michael Magos**
(720) 663-7789
info@thinkinspired.net

Supervisor **Cynthia Barzinger**
(303) 854-4836
cynthia.barzinger@ucdenver.edu



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

EDUCATION

- 2011 – 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 – 2011 **Community College of Denver**
Associates of Arts Emphasis in Graphic Design

EXPERIENCE

- 2013 – Current **University of Colorado Denver**
Marketing Assistant and Designer
- 2013 – Current **Elevate-Denver**
Fredance
Cinematography, Brand Identity, Stationary, UX/UI
- 2013 **Revival Fest**
Fredance
Photography, Cinematography and Motion Graphics
- 2011 – 2012 **Forever Changed**
Fredance
Creative Direction, Brand Identity
- 2009 **Resonate Student Ministries**
Fredance
Logo and T-shirt design

REFERENCES

Instructor **Michael Magee**
(720) 663-7789
info@thinkmakedo.net

Supervisor **Cynthia Barringer**
(303) 854-4835
cynthia.barringer@ucdenver.edu



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

SELF ANALYSIS

I am usually the quiet guy sitting behind the monitor, jamming out with over the ear headphones that are way bigger than they should be. I like to keep to myself sometimes but being a designer, that habit has been broken. Working with people and communicating with them has made me more open to conversation and social interaction. 10 years ago I would've never said anything to anybody but now I have come out of the shell. Sometimes it takes a little bit longer but eventually we will be laughing together. I have been accused of being overly honest sometimes but I don't know if that is necessarily a bad thing. I like to think that I am energetic, and funny but I guess that can be subjective. Sometimes I am a little too passive in situations but I am learning and through new and different situations I learn to feel people out. Being a designer you tend to develop an ego that is hard to withstand. I try to be humble day in and day out, after all who wants to work with a cocky son of a gun.

Intellectually I am constantly learning. I love the opportunity to learn and the opportunity to teach. In fact when I learn something new I try to teach someone else and that is how I feel I have a grasp of what it is, thoroughly. I will say that my negative is math. I absolutely hate math and sometimes I'll admit, I pull the calculator out for basic arithmetic from time to time just to make sure I got it right.

Communication is a huge factor in this industry and I understand that to the fullest, or at least I think I do. When I have projects, several projects going, communication is key. Emails, phone calls, texts, Facebook is all-important. I would say that I have a pretty good understanding about how to communicate with clients, and people in general, the only thing that I struggle with to this day is the business acumen. Sometimes people will ask me, "How much will you charge me for such and such?" and that is when I have a meltdown. I don't know if it's confidence or what it is, but the talk of money makes me nervous. I am learning to get a grip on this and establish some confidence and hopefully upon graduation, I will be able to back this up.

I like to keep track of both my accomplishments and failures it motivates me. The ones that I treasure most are academic. I will be a first generation college graduate in my family, a student that comes from a single mother household. Getting into a university I thought was nearly impossible and I never had the resources to go after it. I graduated high school and community college with an Associates Degree but this experience is totally different. Aside from being stressed out all of the time with the workload, work, and being a father of two, this is one of the best experiences and accomplishments in my life. My biggest failure that I feel is a failure and learning experience is that I didn't do this sooner. I would have gone straight into college right out of high school. Even though I say it's a failure, it has made me appreciate it that much more.



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

My strength in the professional world could be a weakness at the same time, I am a people pleaser, and there I said it. Often times I will find myself trying to make someone else happy when I know that it isn't always the best solution especially when it comes to design. The more I become educated I learn to have reason behind certain things, this allows me to justify my decisions, so this is a learning experience as well.

In a position I would like to be heard. I would like a job that appreciates its employees and is built around community. I strongly dislike when there is tension in the office, it creates an awkward situation for everybody. I would like to contribute to things that are life-world changing and make a difference. I would also like a position or organization that I can grow with. Prior to design school I don't think that I have held a job for more than two years.

My most valued need, as a person is to be in a creative environment. I don't think that there is a day when I am not thinking about design or an innovative solution to something. I can't tell you how tired my wife is of me talking about how bad the font is in this menu at wherever, while we are to eat.

My professional needs could be the same as my personal need, creative atmosphere. I will elaborate on this a little. I need to be around creative people, I need to improve my ideas and I need to be told when my ideas suck. I need to get better and better and enjoy it. I need to work with people who love what they do because I love what I do.

I selected this university because of recommendations. I have been told that the students that come out of this program could basically be self-employed, and that's what turned me on about it. Everybody wants to work for themselves. I chose this major because I didn't just want to be a graphic designer. I want to be able to articulate my choices and my work, I want to think and make successful innovative solutions with a taste of visually appealing sexiness. I have been an artist for as long as I can remember and with technology I wanted to take that a step further. I was into illustration for a while but once I got a hold of typography that was it.

My previous work experiences have nothing to do with design. I was involved in the utility industry for a while. I used to electronically locate underground utilities. This was similar to land surveying or engineering. I made decent money but, It just wasn't what I wanted to do, I wasn't surrounded by people I wanted to be surrounded by and I had to work outside which being in Colorado could be pretty harsh in the winter.

I selected those jobs because it was easy money and I had been doing it for so long. I would just drive from house to house; paint a phone line to the pedestal. and call it a day, money in the bank.



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

EFFECTIVE UI

Location
Denver, CO
Rochester, NY
New York

COMPANY OVERVIEW

Effective UI creates transformational digital products, experiences and insights for the Fortune 500 and ambitious innovators. They help companies reinvent significant aspects of their business – from the experience they provide to their customers, to the tools they use to streamline operations, to the products they bring to market, to the ways their workforce stays connected.

Effective UI is guided by their ethos to ensure that technology truly connects with people. To that end, they adapts systems and technology to human behavior (not the other way around).

POSITION

User Experience Designer

Brief Summary of the Position/Department:

- Two or more years of user experience design experience for software, Web applications which leverage emergent technologies, consumer electronics and/or mobile devices
- Strong conceptualization ability, strong visual communication ability, drawing skills and sketchbook technique
- Exceptional design skills, production value and attention to detail
- Ability to create wireframes as well as visual design comps
- Strong working knowledge of Photoshop, Illustrator, InDesign, Fireworks and associated design tools
- Experience with user interface design patterns and standard UCD methodologies
- Strong written and verbal communication skills
- Understanding of common software project management practices
- Understanding of common software development practices

WHERE DO I FIT IN

I feel that I am a user experience designer with strong interests and capabilities in the design and development of engaging user experiences. I wish to be in a work environment that requires strong problem solving skills and independent self-direction, coupled with an aptitude for team collaboration and open communication. I can excel at providing both highly analytical as well as highly creative ideas to a design engagement while continuing to learn new and improve new ways and platforms in creating successful solutions.



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

CP + B COMPANY OVERVIEW

Locations
Boulder
Los Angeles
Miami
London
São Paulo
Sweden

Crispin Porter and Bogusky was founded in Miami, Florida in 1988. CP+B is a full-service advertising agency employing about 1,000 employees. They have been in business for over 25 years and have grown across the country. CP+B operates as one big, global agency with locations in Boulder, Miami, London, São Paulo, and Gothenburg, Sweden. CP+B specializes in making brands famous, turning brands around, and generating successful business solutions for their clients. In 2010, CP+B was named Interactive Agency of the year at the Cannes Lions International Advertising Festival, the third time the agency has won the award since 2005. CP+B is highly renowned, and is known for working with large commercial clients. Some of those clients include; Domino's Pizza, Microsoft Windows, Under Armour, Ikea and Best Buy. CP+B does more than just create ads, they have a media-neutral creative approach with a particular strength in interactive. CP+B has the reputation of being a great, challenging work experience as well as a fun creative.

"Work is a bad word to explain what we do. If what you are doing seems like work, you're either in the wrong industry or you're not doing it right"

OPEN POSITION

Designer

Brief Summary of the Position/Department:

- Work design team members to concept and create outstanding design for agency clients.

Essential Duties/Responsibilities:

- Develop and produce design concepts for integrated advertising/marketing campaigns
- This includes digital, packaging, print and product design.
- Work with senior design team members to ensure that all design concepts kick ass.

WHERE DO I FIT IN?

Since I started in the Design Program the thought about what kind of job I would have or where it would be, has been on mind and is usually the topic of discussion with my peers. Over the past three years or so I have been trying to figure out where I would fit in and not just fit in but, be happy, challenged, and grow as a designer, professional and person. One of the biggest things for myself is to have a variety of projects and tasks to keep me interested. The large clientele that CP+B has will ensure that I will definitely be busy. I have had a few friends that have graduated college and worked for CP+B and they often refer to it as a "sweat shop" but that doesn't scare me. I am ready to transition into producing quality work with some of the best. Gaining experience in such a large environment will benefit me in so many ways including a prettified portfolio, resume and exposure. I think I would fit in great at CP+B.



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

GOOGLE COMPANY OVERVIEW

Locations
Boulder, CO
Today Google has more than 70 offices in more than 40 countries around the globe.

When Google launched in 1998, their official headquarters were located in Susan Wojcinski's garage in Menlo Park. Back then we did one thing: Search. But from those humble beginnings they've grown in ways no one—except maybe Larry and Sergey—could have predicted.

They've created a suite of powerful, user-friendly products that are changing the way billions of people use the web. Products like Drive, Maps and AdWords offer solutions that help businesses of all types reach their customers. With Android, Google has created the fastest growing mobile operating system in the world. And devices like Chromebooks, Nexus phones and tablets, and platforms like our Play store enable users to access great information and entertainment from anywhere.

POSITION

Interaction Designer

Brief Summary of the Position/Department:

- Create new designs, including (but not limited to) user flows, wireframes, mocks, and prototypes.
- Communicate design intent to both internal and external teams. Clearly rationalize and justify design work and advocate for users' needs.
- Collaborate effectively on a team and be willing to explore all options. Design is grounded in constraints, which serve as boundaries to work within and barriers to creatively overcome. The craft is knowing when to conform and when to push the edge.
- Work closely with user researchers to better inform designs through users' point of view.
- Deliver the designs for each release by following through on details with the Engineering team and driving fit-and-finish polish.

WHERE DO I FIT IN

Working at google has been one of my dreams for a while now. I am captivated by its history and the products it produces. Being apart of the team would be such a blast. I think that I would be a good fit here because I want to be apart of something bigger, making a worldwide impact. I have been to San Francisco and New York to compare the two, and I prefer California. This specific position is offered in Mountain View, which isn't that far from San Francisco.



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

APPLE COMPANY OVERVIEW

Location

Santa Clara Valley, CA

Apple is a Global company and has offices in different parts of the world

Apple's products are known not only for their extraordinary technology but also for their outstanding design. In fact, design is in everything we do — from sleek hardware profiles to highly intuitive user interfaces to strong graphic standards. Composed of some of the smartest, most dedicated people on the planet, their world-class design teams ensure that all visual and tactile consumer experiences live up to the Apple standard of excellence.

At Apple, they're perfectionists. Idealists. Inventors. Forever tinkering with products and processes, always on the lookout for better. A job at Apple is one that will require a lot of me, but it's also one that rewards bright, original thinking and hard work.

POSITION

Visual Production Designer

The Visual Production Designer must be an expert in Photoshop and Illustrator, and fully versed in a range of other design tools. Experience relating to other visual arts such as texture work, photography, 3D work, painting and graphic arts is also beneficial.

WHERE DO I FIT IN

As a user of Apple products I have always wondered what it is that goes into the beautiful products that Apple makes. The experience they create, the seamless aesthetic they have, all things that I would love to get my hands on. I would be a good fit not only because I can fulfill the requirements but I would be happy doing so. California would be a great experience for me and my family and working at apple would be just as satisfying. Contributing to the already great design they have and working with the best would not only make me better but push me and challenge me to produce my best work yet.



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

ADAPTIVE PATH

Location
Austin, TX
San Francisco, CA

COMPANY OVERVIEW

When Adaptive Path was founded, UX firms didn't exist (Neither did the devices in our pockets). In a rapidly changing world, we saw monumental opportunity. They've kept our eye on the ball ever since.

Great work doesn't happen without great clients. They were lucky to start out with some of the world's best: NPR, PBS, Wells Fargo, Intel, UN Relief Aid. They set the bar high, and we've held it there.

"We use design to empower companies to create meaningful experiences with their products and services. We equip designers with the tools they need to create great experiences with our public conferences and workshops. We champion UX ideas through writing, speaking and teaching. We have global reach but call San Francisco and Austin home."

POSITION

User Experience Designer

Brief Summary of the Position/Department:

- Two or more years of user experience design experience for software, Web applications which leverage emergent technologies, consumer electronics and/or mobile devices
- Strong conceptualization ability, strong visual communication ability, drawing skills and sketchbook technique
- Exceptional design skills, production value and attention to detail
- Ability to create wireframes as well as visual design comps
- Strong working knowledge of Photoshop, Illustrator, InDesign, Fireworks and associated design tools
- Experience with user interface design patterns and standard UCD methodologies
- Strong written and verbal communication skills
- Understanding of common software project management practices
- Understanding of common software development practices

WHERE DO I FIT IN

I feel that I am a user experience designer with strong interests and capabilities in the design and development of engaging user experiences. I wish to be in a work environment that requires strong problem solving skills and independent self-direction, coupled with an aptitude for team collaboration and open communication. I can excel at providing both highly analytical as well as highly creative ideas to a design engagement while continuing to learn new and improve new ways and platforms in creating successful solutions.



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

CRISPIN PORTER + BOGUSKY

6450 Gunpark Dr (Spine Rd),
Boulder, CO 80301

To whom it may concern,

I am a senior enrolled in the Digital Design Program at the University of Colorado Denver and will be graduating in spring of 2015.

My love for design has driven me to pursue a career in a great, challenging work environment. I have been following CP+B for some time now by staying plugged in to your social media sites and news feeds. The clientele you have built over the years is quite impressive as well as the success in delivering to your clients.

I am strongly versed in the many facets of design and feel that as the visual designer you are looking to hire, I can be a great asset you and your company. I am a process centric designer, with a distinct love for typography and narrative. I am fluent in the adobe suite, as well as Cinema 4D, with front-end knowledge and HTML/CSS/javascript experience. Although I have a firm grasp of the technical elements in the software to maximize work efficiency, the key is to make astonishing, clearly communicated solutions whether they are user based or not. Along with this letter I have attached a resume and a link to my portfolio for your review. Thank you for your time and consideration.

Cheers, Ruben Fernandez



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

KARSH HAGAN
685 South Broadway
Denver, CO 80209

To whom it may concern,

I am a senior enrolled in the Digital Design Program at the University of Colorado Denver and will be graduating in spring of 2015.

My love for design has driven me to pursue a career in a great, challenging work environment. I have been following Karsh Hagan for some time now by staying plugged in to your social media sites and news feeds. The clientele you have built over the years is quite impressive as well as the success in delivering to your clients.

I am strongly versed in the many facets of design and feel that as the visual designer you are looking to hire, I can be a great asset you and your company. I am a process centric designer, with a distinct love for typography and narrative. I am fluent in the adobe suite, as well as Cinema 4D, with front-end knowledge and HTML/CSS/javascript experience. Although I have a firm grasp of the technical elements in the software to maximize work efficiency, the key is to make astonishing, clearly communicated solutions whether they are user based or not. Along with this letter I have attached a resume and a link to my portfolio for your review. Thank you for your time and consideration.

Cheers, Ruben Fernandez



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

APPLE
2855 Stevens Creek Blvd #1025,
Santa Clara, CA 95050

To whom it may concern,

I am a senior enrolled in the Digital Design Program at the University of Colorado Denver and will be graduating in spring of 2015.

My love for design has driven me to pursue a career in a great, challenging work environment. I have been following Apple for some time now and staying informed of the different employment opportunities. I am an avid Apple product user and simply love and appreciate every aspect of design that goes into your products all of the way to the simple finish on your packaging.

I am strongly versed in the many facets of design and feel that as the visual designer you are looking to hire, I can be a great asset you and your company. I am a process centric designer, with a distinct love for typography and narrative. I am fluent in the adobe suite, as well as Cinema 4D, with front-end knowledge and HTML/CSS/javascript experience. Although I have a firm grasp of the technical elements in the software to maximize work efficiency, the key is to make astonishing, clearly communicated solutions whether they are user based or not.

Along with this letter I have attached a resume and a link to my portfolio for your review. Thank you for your time and consideration.

Cheers, Ruben Fernandez



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

GOOGLE

1600 Amphitheatre Pkwy,
MountainView, CA 94043

To whom it may concern,

I am a senior enrolled in the Digital Design Program at the University of Colorado Denver and will be graduating in spring of 2015.

My love for interaction design has driven me to pursue a career in a great, challenging work environment. I have been following Google for some time now and staying informed of the different employment opportunities.

I am strongly versed in the many facets of design and feel that as the interaction designer you are looking to hire, I can be a great asset you and the company. I am a process centric designer, with a distinct love for typography and seamless experience. I am fluent in the adobe suite, as well as Cinema 4D, with front-end knowledge and HTML/CSS/javascript experience. Although I have a firm grasp of the technical elements in the software to maximize work efficiency, the key is to make astonishing, clearly communicated solutions whether they are user based or not. Mapping out the user needs and introducing a hierarchy of provided information are the most basic steps in defining the direction of a product. My understanding of user behavior has come from watching my work unfold in the form of alpha products and rapid prototypes. You have to fail before you can succeed is something I always say. You have to watch the user, not ask. Designing without having a hand in the user experience design is like blindly answering a multiple choice question; you might not even fill in a circle at all.

Along with this letter I have attached a resume and a link to my portfolio for your review. Thank you for your time and consideration.

Cheers, Ruben Fernandez



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

EFFECTIVE UI
2162 Market St,
Denver, CO 80205

To whom it may concern,

I am a senior enrolled in the Digital Design Program at the University of Colorado Denver and will be graduating in spring of 2015.

My love for interaction design has driven me to pursue a career in a great, challenging work environment. I have been following Effective UI for some time now and staying informed of the different employment opportunities.

I am strongly versed in the many facets of design and feel that as the interaction designer you are looking to hire, I can be a great asset you and the company. I am a process centric designer, with a distinct love for typography and seamless experience. I am fluent in the adobe suite, as well as Cinema 4D, with front-end knowledge and HTML/CSS/javascript experience. Although I have a firm grasp of the technical elements in the software to maximize work efficiency, the key is to make astonishing, clearly communicated solutions whether they are user based or not. Mapping out the user needs and introducing a hierarchy of provided information are the most basic steps in defining the direction of a product. My understanding of user behavior has come from watching my work unfold in the form of alpha products and rapid prototypes. You have to fail before you can succeed is something I always say. You have to watch the user, not ask. Designing without having a hand in the user experience design is like blindly answering a multiple choice question; you might not even fill in a circle at all.

Along with this letter I have attached a resume and a link to my portfolio for your review. Thank you for your time and consideration.

Cheers, Ruben Fernandez



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

ADAPTIVE PATH

2 Pier,
San Francisco, CA 94111

To whom it may concern,

I am a senior enrolled in the Digital Design Program at the University of Colorado Denver and will be graduating in spring of 2015.

My love for interaction design has driven me to pursue a career in a great, challenging work environment. I have been following Adaptive Path for some time now and staying informed of the different employment opportunities.

I am strongly versed in the many facets of design and feel that as the interaction designer you are looking to hire, I can be a great asset you and the company. I am a process centric designer, with a distinct love for typography and seamless experience. I am fluent in the adobe suite, as well as Cinema 4D, with front-end knowledge and HTML/CSS/javascript experience. Although I have a firm grasp of the technical elements in the software to maximize work efficiency, the key is to make astonishing, clearly communicated solutions whether they are user based or not. Mapping out the user needs and introducing a hierarchy of provided information are the most basic steps in defining the direction of a product. My understanding of user behavior has come from watching my work unfold in the form of alpha products and rapid prototypes. You have to fail before you can succeed is something I always say. You have to watch the user, not ask. Designing without having a hand in the user experience design is like blindly answering a multiple choice question; you might not even fill in a circle at all.

Along with this letter I have attached a resume and a link to my portfolio for your review. Thank you for your time and consideration.

Cheers, Ruben Fernandez