

Henry P. Fuerte

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SENIOR UX DESIGNER

CORE COMPETENCIES

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|---------------------------|------------------|------------------------|
| -UX Design | -Detail-Oriented | -Strong Communicator |
| -User Research | -User Flows | -Prototyping |
| -Usability Testing | -Journey Mapping | -Design Systems |
| -Information Architecture | -Wireframing | -Responsive Web Design |

SUMMARY

Senior UX Designer with more than 12 years experience with an interaction design emphasis focusing on building positive product and team experiences. Successful, progressive experiences within all aspects of UX design, a problem solver with a proven track record for designing efficient and effective solutions which result in enhanced product, project, and customer satisfaction. Known for on time execution and delivery, keen attention to detail, and over-the-top creativity.

- Developed, collaborated, and implemented Bill Pay interaction design improvements that resulted in 12% increase in customer transactions and 7% increase in new customers.
- Updated branding design systems for significant channels, managed (BP & Transfers) dual track projects simultaneously, assured compliance by comprehensive risk assessments; developed detailed reports and made recommendations to executive leadership that improved efficiency.
- Global Accessibility recommendations based on ADA principles and guidelines.
- Partnered with Usability Researcher to verify ADA compliance WCAG 2.1 AA standards, ADA, Section 508.
- Desktop and Mobile Accessibility for Mac OS/Windows; Android and iOS.
- Tested/QA assistive technologies like JAWS, Apple Voice over.

Lead Interaction Designer, Bank of America

Bill Pay Final Wireframes, 84 pages with **accessibly** detailed notations.

EXPERIENCE

Senior UX Design Consultant, SF Bay & San Diego

October 2017 to Present

Clients: a San Diego stealth start-up; Agencies.

Gumas

Thompson Reuters

Thunk

- Re-designed interaction design and icons on main screens for client, Edy's that resulted in 9% increase in consumer sales.
- Served as point SME as a Consultant UX role for stealth start-up in San Diego, under non-disclosure NDA agreement.
- Accelerated design cycles among UX groups for a more fluid, consistent interaction with wireframe creation using Sketch based on product requirements in collaboration with Project, Product, and Engineering teams.

- Formed a “team” with outside agencies making collaboration friction less and exciting.

Senior UX Designer, Agile Enterprise Systems, (Uber)
San Francisco, CA

March 2017 to September 2017

- Streamlined vendor portal application process that increased new vendor submissions by 5% and increased current vendor satisfaction for timely submissions and payments in collaboration with product managers and engineering teams.
- Sketch and Invision were primary design tools for wireframing, prototyping, feedback, and code source for engineering. Adobe Photoshop and Illustrator used when needed.
- Used Atlassian's Confluence and Jira for communication for UX projects as well as with colleagues and related teams.

Career Break: Travelled abroad August 2015 – February 2017

Senior Interaction Designer, Insight Global, (University of Phoenix)
San Francisco, CA

February 2015 to August 2015

- Translated business requirements to detailed interaction design, iterate on feedback.
- Designed UX solutions that span multiple devices (desktop, tablet mobile)
- Collaborated with Business, Product, and Engineering teams for Self-service web application for University of Phoenix students.
- Implemented, created wireframes and low-level prototypes using Axure RP Pro 7.
- Participated in Self-service applications usability studies during early prototype iterations.

Freelance UX Design Consultant
San Francisco, CA

June 2014 to July 2015

- Access, brainstorm, create, and implement high-level User experience research into detailed wireframes.
- Translate business requirements to detailed interaction design, iterate on feedback.

Senior Interaction Designer, Collabera, (Bank of America)
San Francisco, CA

June 2012 to May 2014

- Drive the optimum implementation of functionality through research and usability testing which resulted 11% increase in customer usage and satisfaction based on metrics and surveys.
- Gather and maintain business requirements working with line of business and segment representatives.
- Develop high-level information flows and navigation systems and detailed page schematics for mobile application design for iPhone, iPad, and Windows 8.
- Work with visual designers to ensure look & feel of given initiatives meets intended user interactions.
- Participate in the development of product prototypes for usability testing and proof of concept purposes.
- Led, edited W3C/WAI Web Content Accessibility Guidelines (WCAG) 2.0, WAI-ARIA, and ADA Section 508 guidelines for desktop and mobile platforms.
- Represent solutions throughout to Line of Business, Development, & Testing; E-commerce

focus.

- Manage outside agencies utilized during various project phases.

**User Experience Designer, Aricent, (AT&T Ad Works)
San Francisco, CA**

November 2011 to June 2012

- Through ideation and revision design cycles, Ad Works interface and interaction design increased Ad revenue by 7%.
- Design and specify user interfaces and information architecture using participatory and iterative design techniques, including observational studies, customer interviews, usability testing, and other forms of requirements discovery.
- Produce user requirements specifications, personas, storyboards, scenarios, flowcharts, design prototypes, and design specifications.

**User Experience Designer/Project Manager, Bambou Design Inc.
San Francisco, CA**

June 2011 to October 2011

- Increased client buy-in for application through ideation and interaction design meetings.
- Creative insight for easily navigable and user friendly interaction design for medical iPhone App.
- Manage, notate weekly meeting milestones, client updates, and maintain project schedule.

Design Tools& Development

-Figma	-Sketch	-Invision
-Adobe PS	- Adobe AI	-Adobe InDesign
-Adobe XD	-Jira/Confluence	-Agile/Scrum
-HTML 5	-CSS 3	-Wordpress since 1997

EDUCATION

San Francisco State University

Major – Film Production & Writing Emphasis. Minor in Conceptual/Graphic Design

CERTIFICATIONS

Aquent Gymnasium Certificate Sketch Prototyping, March 2023.

Linkedin Figma & UX Sketching, April 2024.

OTHER SKILLS

SharePoint, Zoom, Google Suite, MS Office Suite

Languages

Advanced Spanish, moderate, conversational French

VOLUNTEER ACTIVITIES

Serve food to homeless for Glide Memorial Church

Urban Forest planting of trees