

MARIO FERNÁNDEZ

UX/UI • PRODUCT DESIGN

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I'm a positive, energetic, and curious senior design lead with over a decade of experience in both startups and large-scale organizations. Passionate about the intersection of design and technology, I approach every project with purpose, placing people at the heart of the process. Collaborative by nature, I believe the best ideas are born with people, not just for them.

EXPERIENCE

Freelance Product Designer

[May 2025 - Current]

Designing intuitive, impactful digital products for small businesses and entrepreneurs, leading UX strategy and helping them shape their business vision, action plan, and online presence through a blend of design, consultancy, and coaching.

Lead UX Product Designer @ token.com

[Mar 2022 - Nov 2024]

Shaped UX strategy and execution across squads, driving discovery-led design and delivering intuitive, scalable experiences across mobile, web, and marketing surfaces.

- **Directed end-to-end product design** from early concept to polished UI, delivering intuitive flows, prototypes, and high-fidelity solutions that elevated user engagement.
- **Acted as design lead within cross-functional squads**, aligning product, engineering, and brand to ensure cohesion, feasibility, and fast iteration.
- **Evolved and maintained the design system**, driving consistency, accessibility, and scalability across teams and touchpoints.
- **Mentored and supported product designers**, providing strategic direction, feedback, and design ops support to elevate team output and quality.

UX / UI Consultant @ Virgin Media (Tecknuovo)

[Jun 2020 - Jun 2021]

Led UX and design strategy for a fast-paced, squad-based innovation stream—driving rapid testing and continuous improvement across digital sales journeys.

- **Delivered end-to-end UX** across lead acquisition channels, crafting, testing, and launching user-centric solutions to optimise the full customer lifecycle.
- **Aligned cross-functional teams and stakeholders**, ensuring every solution balanced user needs with technical feasibility and long-term impact.
- **Facilitated remote user testing**, extracting insights and presenting findings to guide strategic decisions and improve design outcomes.
- **Partnered with dev and QA to uphold design standards**, driving consistency and quality across all shipped experiences.

UX Designer @ HSBC Kinetic

[Aug 2019 - Jun 2020]

Led end-to-end UX for a native iOS B2B app for over 30k UK businesses and soletraders, within an Agile team playing a key role in design-led problem solving under pressure.

- **Led e2e design delivery**; journey mapping and rapid ideation for Savings journeys, wireframing, prototyping and testing designs iteratively to uncover user pain points, and define edge cases and enable customer improvements.
- **Delivered designs for critical features to tight timelines**, during the COVID-19 pandemic for HSBC's B2B banking app, supporting small business recovery.

- **Facilitated collaborative workshops and remote design sprints** to align Product, Development, and Compliance on lean, testable MVP experiences.
- **Directed and supported junior UX/UI designers** across scrums — setting direction, giving feedback, and ensuring consistency across journeys and components.

UX / UI Designer @ Barclays UK

[Jun 2018 - Jul 2019]

Led the end-to-end UI/UX vision for Barclays Insurance—spanning Home, Life, and Travel—transforming legacy experiences into modern, user-centric journeys in a regulated, risk-averse environment.

- **Defined and delivered UX strategy** across products, aligning business goals with user needs.
- **Partnered with stakeholders** across product, legal, and compliance to drive design-led decisions at speed.
- **Translated complex flows** into clear, accessible interfaces that improve customer understanding and confidence.
- **Collaborated with UX researchers** to plan, run, and analyse usability testing across key journeys.
- **Advocated for design innovation**, introducing new interaction patterns and elevating digital design standards within the Insurance vertical.

Freelance UI / UX Designer @ Mariofdez.com

[Jan 2018 - May 2018]

Clients included Pebble Studios, Spinview UK, and HearHere agency.

Product Designer @ Cube Online

[Apr 2017 - Nov 2017]

Served as brand guardian, driving product strategy, UX, and UI design across platforms. Created wireframes, ran testing, and delivered final specs for development.

Digital Designer @ The Life Wall Company

[Mar 2016 - Apr 2017]

Handled end-to-end UX, design, and marketing for Life Wall products, from wireframes to user flows.

Designer @ FOODit

[Jun 2014 - Mar 2016]

Digital Designer @ AVMC Studios

[Nov 2012 - Jun 2014]

SKILLS

UX & DESIGN

Wireframing
User Flows
Journey Mapping
UI Design Mobile/Web
Accessibility
Design systems

RESEARCH

User Interviews
Usability testing
Prototyping
Concept validation
Discovery Sprints
Workshop facilitation

LEADERSHIP

Design Critique
Mentoring juniors
Stakeholder Engagement
Cross-functional alignment
Cross-team collaboration
Communicator

EDUCATION

CX Design @Hyper Island (2023)

Digital Marketing @ RED Academy (2017)

Interaction Design @ Coursera (2016)

BA Digital Media Design @ UAL (2:1) (2012)

BTEC Multimedia @ Croydon College (AAA) (2009)

INTERESTS & HOBBIES

Passionate about emerging trends in design, technology, and visual culture. Outside of work, I recharge through mindfulness, nature walks, and listening to people's stories. I'm an active cyclist, swimmer, snowboarder, and scuba diver, and I bring the same creativity to the kitchen as I do to the canvas.

Thank you!