

# MARIO FERNÁNDEZ

## Senior Product Designer (UX-led / Fintech / Onboarding / Mobile)

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Senior Product Designer with 12+ years across fintech, banking, and consumer digital (Token.com, HSBC, Barclays, Virgin Media). Strong in trust-heavy onboarding, simplifying complex flows, and shipping with Product, Engineering, Data, and QA in async teams

**+30% KYC completion** • **~50% faster registration** • Discovery relaunch shifted behavior to **Discovery-first** entry

**Focus:** Onboarding/KYC • Payments/exchange flows • Mobile-first UX • Discovery/engagement • Accessibility • Cross-functional delivery

**Tools:** Figma, FigJam, Miro, Confluence • **Collaboration:** PRDs, workshops, async documentation

## Skills

**Product & UX Design:** End-to-end UX, information architecture, user flows, journey mapping, interaction design, mobile-first UX (iOS), responsive web

**Discovery & Research:** Moderated interviews, usability testing (moderated + unmoderated), synthesis, insight-to-decision outputs

**Onboarding & Trust:** Onboarding/KYC optimisation, trust-building UX for financial flows

**Design Systems & Accessibility:** Component libraries, consistency at scale, accessibility-aware design

**Collaboration & Delivery:** Cross-functional collaboration (PM/Engineering/QA/Data), workshop facilitation, PRDs with PMs, async documentation, build-ready UI handoff

## Experience

### Freelance UX Consultant (Contract) | Jan 2025 - Present

- UX audits and conversion improvements for websites, landing pages, and funnels
- Wireframes + UX direction for template-based WordPress sites, collaborating with developers

### Lead UX Product Designer @ Token.com | Mar 2022 - Nov 2024

(Crypto social investment app - deposits/withdrawals, fiat → crypto exchange, KYC)

- **Relaunched Discovery** into a multi-format hub (trending views, video, comments, creator content), shifting behavior so users **landed on Discovery first** (vs wallet/balance)
- **Redesigned onboarding + KYC (Sumsub): +30% completion** and **~50% faster** registration time-to-complete
- Led UX for core financial flows: **deposit/withdrawal** and **fiat → crypto exchange**
- Ran research to validate and iterate designs: **moderated interviews + usability tests** and **unmoderated testing**
- Worked across **two squads** with PM/engineering/QA/data; contributed to the **design system** and supported hiring

### UX/UI Consultant @ Virgin Media (Tecknuovo) | Jun 2020 - Jul 2021

- Worked in **Sales 2 squad** on **acquisition** journeys for **broadband + add-ons** (mobile, TV, landline)
- Designed **modular, reusable** journey steps/components so flows could be **re-ordered and reused** across channels and propositions
- Helped the team ship faster by building outside legacy constraints—enabling rapid iteration without dependency on the **legacy platform**
- Ran remote user testing and partnered daily with PM, delivery lead, engineering, and QA to iterate and deliver build-ready UX/UI

## UX Designer @ HSBC Kinetic | Aug 2019 - Jun 2020

- Owned UX for Savings journeys (journey mapping → wireframes → prototypes) and delivered **UI-ready handoff**, defining edge cases and incorporating research insights
- Designed and delivered the **Bounce Back Loan** solution in **1-2 days**, supporting urgent small-business needs during COVID-19
- Facilitated workshops and remote design sprints to align **Product, Engineering, and Compliance** on lean MVP decisions
- Supported junior designers across scrums with direction and critique, ensuring consistency across journeys and components

## UX/UI Designer @ Barclays UK (Insurance) | Jun 2018 - Jul 2019

- Led end-to-end UX/UI across **Home, Life, and Travel** insurance, modernising legacy 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
- Collaborated with UX researchers to plan, run, and analyse usability testing, translating complex flows into clear, accessible interfaces

## Freelance UI / UX Designer | Jan 2018 - May 2018

Clients: Pebble Studios · Spinview UK · HearHere agency

## Product Designer @ Cube Online | Apr 2017 - Nov 2017

Product strategy + UX/UI across platforms; wireframes, prototyping, testing support, and dev specs

## Digital Designer @ The Life Wall Company | Mar 2016 - Apr 2017

End-to-end UX, design, and marketing for Life Wall products

## Designer @ FOODit | Jun 2014 - Mar 2016

## Digital Designer @ AVMC Studios | Nov 2012 - Jun 2014

## Education

**BA Digital Media Design (2:1), University of the Arts London (UAL)** - 2012

**CX Design, Hyper Island** - 2023

**Additional training:** Digital Marketing (RED Academy, 2017) · Interaction Design (Coursera, 2016)

## Languages

**Spanish:** Native · **English:** Bilingual