

Fernando Vergel

Product UX Designer

Lima, Peru | Open to Remote

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Professional Summary

I design user experiences and develop data-driven product strategies, collaborating with cross-functional teams to refine products through research, iteration, and testing. I create effective wireframes and prototypes using Figma, Adobe XD, and other industry-standard tools. I aim to deliver high-fidelity UI/UX solutions that truly connect with users. My background includes over 20 years of graphic and web design experience, adding depth to my Product UX approach. Let's talk? I'd love to connect!

Summary

- Applied empathy, strategic thinking, and design principles to create accessible and user-friendly products.
- Conducted research to understand user needs and translated insights into data-driven designs.
- Collaborated with cross-functional teams using Agile methodologies, with flexibility for changing requirements.
- Developed iterative solutions for projects across diverse industries, including technology, HVAC, and education.
- Integrated AI workflows to enhance documentation, analysis, product strategy and the design process.

Experience

Product Designer | Play Attention Argentina

April 2025 – May 2025

Buenos Aires, Argentina (Remote)

Team size: 11

Reporting to: Team Leader

Key responsibilities:

- Led the design of the platform, ensuring its alignment with business objectives and product vision.
- Conducted secondary research to truly understand the product and user needs, which directly informed my design strategy for the identified market void.
- Managed the implementation of my designs and continuous collaboration with development teams.

Key achievements:

- Delivered a functional landing page and platform for Play Attention Argentina's digital presence within a tight five-week deadline.
- Established a mobile-first and user-centered experience, ensuring a highly responsive, intuitive, and conversion-focused platform across all devices.
- Set a strong foundation for scalability and future growth by designing an adaptable dual-platform strategy built for ongoing lead generation and efficient operational management.

Reason for leaving: My engagement ended after the platform was deployed and launched.

Product Designer | Elite Language Services

April 2024 – September 2024

Florida, US (Remote)

Team size: 5

Reporting to: Product Manager

Key responsibilities:

- Aligned design strategy with business goals, ensuring user insights informed our design decisions.
- Conducted user research to prioritize features and address customer needs through user-centered design.
- Created detailed documentation to support rapid design iterations, enhancing team collaboration.
- Implemented Scrum practices within the design process, improving team alignment and delivery workflow.

Key achievements:

- Ensured 98% accessibility compliance across redesigned pages through detailed documentation and iterative WCAG-based design.
- Increased navigation from the homepage to contact and demo forms by 40% through improved visual hierarchy and conversion-oriented layout
- Achieved 95 % alignment with developer requirements through clear deliverables and thorough documentation, while integrating Agile practices to support design–development collaboration.
- Influenced the acquisition of a key client by analyzing and presenting a strategic opportunity, convincing the CEO to pursue it.

Reason for leaving: Contract concluded following the successful launch of the platform.

UX/UI Designer | No Country

October 2023 – August 2024

Buenos Aires, Argentina (Remote)

Team size: 14

Reporting to: Team Leader

Key responsibilities:

- Defined user needs and design strategy based on user research, developing an accessible design system.
- Designed wireframes, user flows, mockups and high-fidelity prototypes to visualize and communicate design concepts.
- Delivered responsive navigation designs and templates ensuring consistency across cross-platforms and MVPs.

Key achievements:

- Accelerated initial projects by 50% by focusing on delivering MVPs within five weeks.
- Led to consistent improvements in user engagement and optimization by combining Agile methodologies with user-centered principles.
- Improved digital design and target customer satisfaction through responsive navigation designs and templates.

Reason for leaving: Left to pursue a new opportunity with my subsequent employer.

Certifications

- **UX Google Design** | Coursera (*August 2022 – November 2023*)
- **Product Design** | Coderhouse (*September 2022 – July 2023*)
- **Growth-Driven Design** | HubSpot Academy (*October 2024*)
- **Scrum Fundamentals Certified (SFC)** | Scrum Study (*December 2023*)
- **C1 Advanced English Certification** | EFSET (*March 2023*)

Skills

Empathy, Accessibility, Problem Solving, Organizational Skills, Agile Methodology, Attention to Detail, Effective Communication, Continuous Improvement, Creative Thinking, Focus on User Experience, Rapid Prototyping, AI Workflows, Vibe Coding, AI Agent Developing.

Software

Figma, Marvel App, Google Forms, Useberry, Photoshop, Inkscape, Trello, ClickUp, Lovable, Gamma.AI, Perplexity, NotebookLM.

Languages

- **Spanish:** Native
- **English:** Conversational