



*María Fernández*  
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### *Profile...*

I'm a UX Designer with a strong multidisciplinary background: starting with graphic design, videogame art, and later specializing in user centered design and interactive media, product and project design management and those last times studying and writing papers about neurodesign.

### *Skills...*

- High creativity, imagination and storytelling abilities
- Great empathy and high ability to understand user problems.
- Able to design for system consistency with standards rather than creative expression.
- thinker with an open mind
- Interact and communicate effectively with co workers and stakeholders in a decisive and professional manner
- Responsible, dependable, organized, hard working, team player
- Strong management abilities effective, communication, mentoring, quality assurance (revisions and critiques) and respect for others

### *Professional experience...*

- Senior UX/UI designer in Bankinter GS (Apr 2014- Apr 2017)
- Freelance designer, doing illustration, design and UX/UI for consumer electronics devices and videogames in several companies: Vodafone, Pyro Studios, RTVE, Diageo, Warner music, SM,...(2004/2014)
- Senior UX/UI designer in Telefónica Digital (Jul 2012- Feb 2014)
- Lead UX/UI designer in BQ Readers (Feb 2012- Jun 2012)
- UX / visual design manager in Magic Box Interactive (Jun 2011- Feb 2012)
- Senior UX Visual designer in Vodafone R&D (Jan2011- Sep 2011)
- Lead Artist. Multiweb Games (May 2010/ Oct 2010)
- Lead Flash Artist Pyro Studios (Jan 2008/ Jun 2008)
- Art direction 101rpm (Jan 2007/Dec 2007)
- Online Lead in Contracorriente Estudio Gráfico (Jun 2005/Feb 2007)
- Illustrator and Flash developer Vodafone España (Sep 2004/Mar 2005)
- Senior designer i-network publicidad, (Nov 2003/Febr2004)
- Manager Department ozu.es (Jul 2002/Oct 2003)
- Game Artist and Flash developer Factoria de juegos (Dec 2001/Jun 2002)
- Designer and illustrator mundofreak.com (Sep 2001/Dec 2001).
- Game artist Winsome España S.A. (Jun 2000/ Sep 2001)



### *Education...*

- Medical Neuroscience (Duke university - Coursera)
- Initial Neuroscience (Harvard MOC)
- Product Design Seminar, La Nave Nodriza
- Workshop: DIY Service Design, Euroia Conferences
- Responsive web design specialization, University of London
- Master in Human-Computer Interaction (UX) degree. Universidad Oberta de Catalunya
- 'Tendencias actuales en psicología del consumo, publicidad y marketing' short course, UNED
- 'Book Illustration' short course Central Saint Martins (London)
- Experimental Animation seminarie taught by Oriol Sanchez, CBA
- Modern Art seminarie Círculo de Bellas Artes de Madrid
- Illustrating children books taught by Claudia Ranucci
- 'Colour', 'life drawing', 'Engraving I' y 'Engraving II' seminaries taught by Miguel Angel Oyarbide.
- Colour semantics short course en la Escuela Superior De Dibujo Profesional
- Creativity seminaire taught by Dennis Neiman.
- Video and Audio editing master UNED.
- Baroque art seminaire Universidad de Alcala de Henares.
- Accessibility and usability shot course RED.ES
- 2D Animation Escuela Superior de Dibujo Profesional de Madrid.
- Design and multimedia production (Premiere, Director, Flash, Photoshop, Dreamweaver, After Effects)
- Graphic design master( Freehand, Corel Draw, Illustrator, QuarkXpress...)
- 3D animation on 3DMax Studio
- Human animation and Organic modelling Master  
All in ARS ANIMACIÓN
- Airbrushing taught by Carlos Diez.

Mac & PC Plattforms.

Spanish as native language  
FIRST certificate on english,  
Basic level of Japanese.  
A1/A2 of French

### *Other activities...*

Speaker in some events: LechazoConf, ladies that UX...  
I've worked on production for different events related with videogames.  
Costume Designer for theatrical shows and performances  
Dancer and performancer on different shows