

Fernanda Vera

Product designer



Product design | Accesibility | Design Systems | Visual design | Comfortable with code

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Product Designer with 3+ years of experience shipping digital products in B2B, SaaS and e-commerce. I design end-to-end, from research and wireframes, to interaction specs and handoff working closely with PMs and devs. Fluent in Figma, comfortable in code (cursor & tailwind recently), with a focus on accessibility and an active AI-assisted design workflow.

WORK EXPERIENCE

Product Designer

@Reserhub | SaSS Travel Jul 2024 - Current

- Shipped web-to-app acquisition modal for Cruz del Sur (Peruvian bus travel company) +35% lift in weekly app purchases.
- Rebuilt cancellation flow end-to-end, reducing friction and support volume.
- Redesigned registration and sign-in flow, simplifying authentication across web and mobile

UX | UI Designer

@Buscabot | Startup Jun 2023 - May 2024

- Built wireframes and interactive prototypes in Figma to test and iterate on design solutions before development.
- Led user research end-to-end: screener design, interview facilitation, synthesis, and persona documentation.
- Partnered with engineers during QA to close the gap between design specs and shipped features

Web Designer

@Península residences | Real State Jul 2022 - Jun 2023

- Designed and built marketing websites for residential properties using HTML, CSS, and JS responsive across desktop and mobile.

Web Designer

@BIGBANG uniformes | Retail May 2021 - Jul 2022

SKILLS

UX Design:

- Figma & FigJam
- Creation of benchmarks
- Mockups & prototypes
- Creation of user personas
- User flows
- Overflow
- Adobe Suite

Code:

- Tailwind
- Javascript
- Visual studio
- Cursor
- Github
- Terminal

Analytics:

- Mixpanel
- Hotjar

Ai for design process:

- v.0
- Perplexity
- Claude

ACADEMIC EDUCATION

Bachelor's Degree, Graphic Design | Universidad de Guadalajara 2018

CONTINUOS EDUCATION

How To Design for Accessibility: for UX Designers (WCAG 2.2) | Udemy 2025

Introducción a las Pruebas de Usabilidad, UX y Accesibilidad | Udemy 2025

UX UI Course | BEDU 2022

Fullstack JavaScript Bootcamp | Wemanconnect 2020

LANGUAGES

Spanish: Native

English: B2

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