



# Fernanda Vera

Product Designer | Ecommerce | SaaS | B2B

Product designer with 4+ years turning complex SaaS, ecommerce, and B2B problems into data-informed, user-centered solutions.

Collaborating closely with engineering, product, and customer success teams to align user needs, business goals, and technical requirements.

Portfolio

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/fernandaveragom

Guadalajara, México.

## Experience

### Product Designer | Reserhub

Jul 2024 - Aug 2026

- Shipped web-to-app acquisition modal for a client, driving a 35% sustained lift in weekly app purchases
- Rebuilt cancellation and post-purchase flows end-to-end, reducing user friction and support ticket volume
- Built reusable UI components adopted by front-end engineers, streamlining implementation of design-proposed flows
- Implemented zone-based seat pricing and real-time seat availability, reducing funnel drop-off
- Reviewed pull requests alongside developers to ensure shipped features matched design specs and intent
- Partnered with Product Managers and Customer Success to prioritize design work based on user pain points and business impact
- Adapted design approach across a range of product areas (booking, post-purchase, authentication, pricing), balancing user needs with technical and business constraints

### UX | UI Designer | Buscabot

Jan 2023 - Jun 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 Experiences

May 2021 - Dec 2022

- Designed and built full WordPress websites for retail and real estate clients, including custom graphics and visual assets
- Translated client branding into cohesive web experiences, from layout to imagery

## Continuing 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 2022

## Skills

### UX Design | Code | Analytics

|               |            |          |
|---------------|------------|----------|
| Figma         | Tailwind   | Mixpanel |
| Benchmark     | JS (basic) | Hotjar   |
| Prototypes    | Cursor     |          |
| User Personas | Github     |          |
| User Flows    | Jira       |          |
| Overflow      | Wordpress  |          |
| Adobe Suite   |            |          |

### Ai for design process

Claude

V.0

Perplexity

## Languages

English | Intermediate (B2)

Spanish | Native

## Academic Education

### Bachelor's Degree, Graphic Design

Universidad de Guadalajara

Jan 2014 - Dec 2018