



Fernanda Vera

Product Designer | Ecommerce | SaaS | B2B

Product designer with **4+ years** turning complex SaaS, ecommerce, and B2B problems into shipped, data-informed solutions — partnering closely with engineering, product, and customer success 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

Technical 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

Soft Skills

Cross-functional collaboration — PMs, CS & **Communication** — translating technical constraints for stakeholders

Problem solving — untangled cancellation/post-purchase flow friction

Adaptability — resilient through shifting priorities & scope changes

Languages

English | Intermediate (B2)

Spanish | Native

Academic Education

Bachelor's Degree, Graphic Design

Universidad de Guadalajara

Jan 2014 - Dec 2018