LUISA FERNANDEZ

WEB CONTENT & UX DESIGN SPECIALIST

PROFILE

Dynamic Web Content Designer with 6 years of experience in UX design and digital marketing. Skilled in Figma, SFCC, and Shopify+, I create interactive web content that enhances customer experiences. Specializing in educational and e-commerce landing pages, I collaborate effectively with copywriters and graphic designers to deliver cohesive brand experiences.

CONTACT

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📍 Texas/Nevada, USA

SKILLS

Figma	Airtable
Shopify+	Salesforce
Salesforce Commerce Cloud	HubSpot
HTML, JSON, CSS, XML	Power BI
Visual Studio Code	Google Ads
Fastr/ZMags	Mets Ads
Adobe Creative Suite	Pinterest Ads
Screaming Frog (sitemaps)	Reddit Ads
Google Tag Manager	Twitter Ads
Google Search Console	Slack
Squarespace	Monday.com

EDUCATION & CERTIFICATES

Full Stack Software Development Certification
In Process | University of Texas at Austin

UX Design Professional Certification
Completed | Google via Coursera

BS in Advertising
University of Texas at Austin

Business Minor
University of Texas at Austin

WORK EXPERIENCE

CASCADE DESIGNS   01/24-10/24
(MSR, Therm-A-Rest, Platypus, PackTowl & SealLine)

Web Content & Design Specialist

- Led the redesign of product detail pages (PDP) across five brands, focusing on mobile-friendliness and ADA compliance, with a key emphasis on buy box features and image galleries. Utilized Figma & SFCC, resulting in a 15% increase in CVR in the first 2 months.
- Assisted in the platform migration from SFCC to Shopify+, successfully transferring all 5 brands website content and creating new landing pages using Figma prototypes, Shopify templates, and customizing using HTML/CSS.
- Collaborated with graphic designers, copywriters, and product line managers on a daily basis to ensure consistent branding across all five brands, enhancing design integration and overall user experience.
- Designed a mobile-friendly product comparison landing page in Figma for Platypus that effectively educated users on selecting the right water filter while optimizing for e-commerce, acknowledging that 60% of business CVR came from mobile users.

NON-PROFIT SECTOR (MOM PROJECT CONTRACT)   10/22-10/23

Digital UX Designer & Digital Media Manager

- Conducted competitive analysis and market research to create lasting and seamless profitable design assets leading to increased in user retention and lower bounce rates on paid digital channels
- . Developed and implemented A/B testing for creative initiatives on landing pages and paid digital ads, clearly defining KPIs and measuring performance to identify top-performing assets.
- Orchestrated collaboration to lead strategic direction for two marketing campaigns, resulting in the execution of brand-aligned initiatives driving profitable fundraising efforts which contributed to $10M+ in fund donations.

OPTIMAL (DIGITAL MARKETING AGENCY)   01/20-09/22

Digital Media Specialist - Strategist - Manager

- Led collaborative team sessions to generate comprehensive creative briefs for upcoming campaigns for new visual designs testing based on insights derived from user research data.
- Improved Google Ads landing page experience scores from 5 to 9 for paid websites by strategically placing effective CTA buttons and relevant information, significantly driving conversion rates.
- Oversaw 5+ global accounts and managed a team of 5 utilizing Airtable as a CMS tool, serving as the main point of contact for client relationship.