

# Tirsa Fernandez

UX Designer

☎ Upon Request  
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## EDUCATION

B.S.C. in Interactive Media  
Minor in Psychology & Sociology  
University of Miami, Coral Gables, FL  
GPA: 3.96  
May 2025  
Dean's List

## SKILLS

### DESIGN

UX Research, UI Design, Usability  
Testing, Wireframing +  
Prototyping, Information  
Architecture

### DEVELOPMENT

Figma, Webflow, WordPress,  
Elementor, Codesandbox,  
Photoshop, InDesign, Canva, Unity

### PROGRAMMING

HTML/CSS, JavaScript, C#, Python,  
Arduino

### OTHER

MS Office, Google Suite,  
Mailchimp, Fluent in English &  
Spanish

## MEMBERSHIPS +

## AWARDS

### MEMBERSHIP

UM Google Developer Student  
Club  
Alliance of Latin American  
Students  
First Gen Canes

### AWARDS

UM President's Scholarship

## EXPERIENCE

### Website Manager Intern | First Miami Church

August 2024-Current

- Enhanced user experience by reducing content errors by 20% and improving information accuracy, leading to a 35% rise in page views within two months.
- Boosted viewer retention and feedback submissions by 40% through user engagement analysis and optimization of online experiences.
- Ensured a cohesive visual style across platforms by collaborating with cross-functional graphic design and development teams.

## PROJECTS

### HUBSXR DESIGNER | University of Miami

June -September 2024

- Designed user flows and wireframes for beta VR web experiences, enhancing interactions for student-athletes and recruiters.
- Created high-fidelity prototypes in Figma to optimize navigation and engagement.
- Developed responsive web layouts and ensured accessibility through usability testing.

### SafeNest - An Error Reporting Medical Portal

April-May 2024

- Designed a mobile and desktop portal for nurses to report accidents and near-misses, reducing reporting errors by using OSHA guidelines.
- Collaborated with a cross-functional team to create an intuitive interface, increasing data accuracy and user participation.
- Revamped OSHA data-collection forms with features like appending data and an interactive body diagram, improving injury reporting speed.

### Pocket Cop - A Body Worn Companion App

January-March 2024

- Collaborated with designers to develop a mobile file repository for body-worn cameras used by public safety workers.
- Conducted secondary research from 10+ sources to address physical and component-based constraints, shaping design and hardware requirements.
- Designed, refined, and tested prototypes for 5 core pages, iterating through 3 rounds of user testing with feedback capture grid sessions.

### All In Peace - A Mindfulness App

September-December 2023

- Collaborated with a team of 4 designers to create a free, all-in-one mindfulness app solution.
- Designed responsive prototypes aligned with iOS guidelines, cutting development time and boosting iteration speed.
- Conducted 10+ usability tests and integrated user and market research insights to refine and enhance the final prototype.