Tirsa Fernandez

UX/UI Designer

📞 Upon Request
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EDUCATION

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

SKILLS

DESIGN

UX Research, UI Design, Usability Testing, User Research, Wireframing, Prototyping, Information Architecture, A/B Testing, Design Systems

DEVELOPMENT

Figma, Webflow, WordPress, Elementor, Codesandbox, Adobe CC(Photoshop & InDesign), Canva, Unity, CMS (WordPress, Wix)

PROGRAMMING

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

OTHER

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

MEMBERSHIPS AND AWARDS

MEMBERSHIP

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

AWARDS

UM President's Scholarship

EXPERIENCE

Website Manager | 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.

UX Researcher | Cane Success - University of Miami
April 2025

- Moderated usability testing with 5 users using scenario-based tasks, collecting both qualitative and quantitative insights (e.g. Efficiency, Effectiveness, SUS scores.)
- Synthesized findings into a prioritized problem matrix, revealing key usability issues like content overload and unclear role terminology.
- Delivered UX recommendations based on user behavior and mental models, including proposals for A/B testing, visual hierarchy improvements, and content restructuring.

UX Researcher | Interactive Media Department - University of Miami
March 2025

- Conducted an open card sort with 10 users to inform IA restructuring aligned with user mental models.
- Analyzed sorting patterns using affinity mapping and similarity matrices to surface grouping trends.
- Delivered IA recommendations that supported content findability and early-stage wireframe design.

UI Designer | HUBSXR - 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.

Designer | University of Miami
April-May 2024

- Designed a mobile and desktop portal for nurses to report accidents and near-misses, reducing reporting errors by 10% using OSHA guidelines.
- Collaborated with a cross-functional team to create an intuitive interface, increasing data accuracy and user participation by 15%.
- Revamped OSHA data-collection forms with features like appending data and an interactive body diagram, improving injury reporting speed by 20%.

Designer | University of Miami
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.