

# Tirsa Fernandez

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## EDUCATION

### University of Miami

B.S.C in Interactive Media, Minor in Psychology and Sociology

- UM's President's Scholarship | Dean's List

Coral Gables, FL

May 2025

## EXPERIENCE

### Freelance Web Designer

October 2025 - Current

- Leading the end-to-end redesign of client websites in WordPress, creating 20+ pages and component layouts that translate business goals into intuitive, accessible user experiences
- Conducted discovery research and stakeholder interviews to define requirements, build user flows, and deliver 30+ wireframes and prototypes across early design stages
- Collaborating cross-functionally with clients and developers to iterate on features, prioritize a roadmap, and manage timelines—effectively acting as product owner for each build

### Website Manager Intern | First Miami Presbyterian Church

August 2024 -

Current

- Serve as a primary point of contact for congregants and ministry leaders using our church management software; delivered 1:1 onboarding and troubleshooting, resolved registration and communication issues, and increased platform adoption while reducing repeat support requests
- Enhanced user interaction (e.g., increased viewer retention or feedback submissions) by analyzing user engagement data to optimize online worship experiences and inform website redesign
- Collaborate cross-functionally with pastoral and communications teams to streamline workflows, maintain brand consistency, and deliver a seamless, customer-first digital experience across website, email, and event platforms

### Digital Communications Associate | Florida Grand Opera

September 2025 - February 2026

- Designed and managed Tessitura CRM-integrated event webpages in close partnership with marketing and ticketing teams, supporting digital communications for 1,000+ patrons and improving data accuracy across campaign launches
- Optimized UX/UI across program and ticketing pages through responsive, brand-aligned layouts and clearer information architecture, increasing page interactions by 20% and reducing user confusion and support-related inquiries
- Built a high-profile gala landing page serving as the primary digital hub for attendees, donors, sponsors, and awardees, coordinating stakeholder assets for a donor-facing experience

### UX Researcher | University of Miami

February - April 2025

- Led user research initiatives to identify adoption barriers and usability challenges, moderating scenario-based tests with 10+ users and conducting card sorts with 20+ participants to uncover friction points affecting confidence and task completion
- Analyzed insights using affinity mapping and problem matrices to prioritize issues, translating user behavior into actionable improvements that reduce confusion and support smoother platform adoption
- Delivered recommendations for workflows, content structure, and visual hierarchy, creating clearer, more intuitive experiences that drive adoption, minimize support needs, and enable users to engage effectively with digital tools

### UI 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% through clear workflows and guided interactions
- Revamped OSHA data-collection forms with features like appending data and an interactive body diagram, improving injury reporting speed by 20% - enabling faster, more confident user submissions

## SKILLS

- **Design:** UX Research, UI Design, Usability Testing, User Research, Wireframing, Prototyping, Information Architecture, A/B Testing, Design Systems, Product Roadmapping,
- **Software:** Figma, Webflow, WordPress, Elementor, Codesandbox, Framer, Optimal Workshop, Adobe CC(Photoshop & InDesign), Canva, Unity, CMS (WordPress, Wix), Notion, Trello, Google Analytics, Tessitura CRM
- **Programming:** HTML, CSS, JS, C#, Python
- **Other:** Microsoft Office, Google Suite, Mailchimp, Fluent in English & Spanish