Fernanda Urbano | UX/UI & Graphic Designer
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Experience

Graphic Design Intern
Lotus and Luna, San Diego, CA — Aug, 2025 – Dec, 2025

- Create digital and e-commerce assets (email, social, website) that improve customer engagement and brand consistency.

- Collaborate with marketing, product, and photography teams to apply user-centered design to all campaigns.

- Edit product photography and design layouts, optimizing visual hierarchy for better user experience.

Founder & UX/UI Designer / Brand Designer
Blue Jeans Creative Studio, San Diego, CA — Jan 2024 – Present

- Lead user research, wireframing, prototyping, and usability testing for client projects, ensuring intuitive and accessible designs.

- Design responsive websites and applications using Figma, Framer, Wix Studio, and Shopify.

- Develop design systems and brand guidelines for cohesive digital, web, and print experiences.

- Delivered logos, packaging, and marketing collateral for small businesses and entrepreneurs.

Graphic Designer
Eco Home Builders, San Diego, CA — April 2025

- Designed prototypes and landing pages that aligned with company branding and UX principles.

- Collaborated with marketing and product teams to ensure seamless digital experiences.

- Contributed to early-stage brand strategy through visual research and trend analysis.

Other Experience
Office Assistant – Cedars Enterprises, Yorba Linda, CA (Nov 2021 – Mar 2024)

Education:

- Associates Degree for Transfer in Graphic Design
  Orange Coast College
- Certificate of UX/UI Design
  Coursera

Skills:

Design Tools: Figma, Adobe Cloud, MidJourney, Kling, Canva
Web: Responsive Web Design, Figma, Wix Studio, Framer, Shopify
Marketing: Klaviyo, Mailchimp, Hubspot, Manychat, Twilio
Analytics: Google Analytics, Mixpanel, Hotjar
UX/UI: Wireframing, Prototyping, User Flows, Information Architecture, User Research, Usability Testing, Design Systems
Branding: Visual Identity, Typography, Color Theory, Logo Design, Brand Guidelines
Creative: Design Strategy, Visual Storytelling, Layout Design, Photography and Video Editing