# Ryan Fernandes

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Product Designer with experience designing digital products for government-backed services, SaaS platforms, and commercial organisations. I balance user needs, business objectives, and technical constraints to create intuitive, accessible, and scalable products. Experienced in leading stakeholder discussions, gathering research, validating solutions through testing, and collaborating with cross-functional teams to deliver user-centred experiences from discovery through to implementation.

## PROFESSIONAL EXPERIENCE

### **SuSy House,** Bristol, UK — *Product Designer*

August 2024 - Present

- Lead the design and ongoing improvement of a government-backed platform supporting retrofit programmes for residents and local authorities.
- Collaborate with government bodies, clients, product managers, and developers to gather requirements, prioritise feedback, and shape user-centred solutions that balance resident needs with operational and policy constraints.
- Run discovery sessions, gather stakeholder and user feedback, and translate insights into user flows, wireframes, prototypes, and high-fidelity designs across the full product lifecycle.
- Conduct usability testing and iterate designs based on user behaviour and stakeholder input to improve usability and overall experience.
- Communicate design decisions clearly, manage expectations across multiple stakeholders, and ensure alignment between technical, business, and user needs.
- Support developers with clear documentation and ongoing collaboration to ensure accurate and high-quality implementation.

### **Storm Consultancy,** Bath, UK — *Product Designer*

October 2023 - August 2024

- Partnered with clients across multiple industries to define product requirements and deliver user-centred digital products..
- Collaborated with clients, product managers, developers, and stakeholders to define requirements and shape product direction.
- Planned and facilitated discovery sessions, including workshops, user research, and requirements gathering.
- Created user journeys, wireframes, prototypes, and high-fidelity designs for web and mobile applications.
- Conducted usability testing and iterated designs based on user feedback and stakeholder input.
- Presented design solutions to clients and supported development teams through implementation.

### **Dentons Digital,** Westbury, UK — *Website Designer*

May 2022 - May 2023

- Designed and developed modern, user-friendly websites to meet client needs and ensure a seamless user experience.
- Trained clients on basic website management, including content updates, design modifications, and utilisation of Elementor, a user-friendly drag-and-drop platform.

## SKILLS

**Product Design**
Product Strategy, UX Research, User Interviews, Discovery Workshops, Stakeholder Management, Requirements Gathering, Information Architecture, User Flows, Wireframing, Prototyping, UI Design, Design Systems, Accessibility (WCAG), Usability Testing, Design Documentation

**Delivery & Collaboration**
Cross-functional Collaboration, Agile, Scrum, Feature Prioritisation, Design Handoffs, Design Reviews, Iterative Design, Roadmap Collaboration, Workshop Facilitation

**Software & Tools**
Figma, FigJam, Jira, Adobe Photoshop, Adobe Illustrator, MS Clarity, Google Analytics, Wordpress

**Core Skills**
Strategic Thinking, Systems Thinking, Product Thinking, Problem Solving, Communication, Client Management, Facilitation, Decision Making, Prioritisation

## PROFESSIONAL EDUCATION

**Creative Computing: UI/UX Design** — Bath Spa University - August 2023

- Maintained website content accuracy and security by implementing regular updates and revisions.
- Leveraged WordPress and Elementor to efficiently build and manage websites, streamlining the development process.
- Ensured website performance and stability by performing regular maintenance and updates.

### **Gmax Trackstars,** London, UK — *Website Designer*

November 2021 - May 2022

- Conducted a comprehensive UX research initiative to identify user needs, pain points, and opportunities for website improvement.
- Developed and iterated on user interface wireframes and prototypes through a user-centred design process, ensuring optimal usability.
- Led the brand and website redesign, establishing a cohesive visual language that aligns with business goals.
- Leveraged WordPress CMS expertise to efficiently build and implement the website design.
- Performed a website UX audit and implemented data-driven design changes to improve user satisfaction and engagement.

### **Learning Hand Project,** Kent, UK — *UX Designer*

September 2021 - November 2021

- Carried out user research through targeted interviews and extensive usability testing before and after the redesign.
- Created visual design prototypes and developed solutions for the modern website.
- Implemented designs and developed the website using WordPress with Elementor.
- Optimised the website for SEO and ensured that it was accessible to all users.

### **Choice Care Group,** Swindon, UK — *Social Care Worker*

October 2019 - July 2021

- Worked with middle-aged people suffering from learning disabilities, autism, and dementia to help them live a happy and purposeful life.
- Arranged and carried out activities, appropriate care, and health appointments.
- Regularly liaise with relatives, colleagues, and other professionals.
- Record activities, behaviour, and appointments on respective files.

### **Swindon Silicon Systems,** Swindon — *Production Operative*

August 2018 - September 2019

- Loaded electronic pressure sensing devices on machines based on part name and date code .
- Sorted devices according to tests pass and fail.
- Rectified basic faults and jams when operating.
- Basic cleaning of electronic contact plates and test boards.

### **Freelancer,** fiverr.com — *Mechanical CAD Designer*

January 2014 - February 2015

- Started out by pursuing my career in CAD as a freelancer on Fiverr while still studying engineering.
- Completed design projects requested by clients before deadlines.
- Managed projects and set priorities making it easy to deliver work well on time

**Google UX Design Certificate** — Coursera
- November 2021

**Introduction to User Experience Design** — Coursera
- March 2021

## FORMAL EDUCATION

**Bachelor's degree, Mechanical Engineering**
Shaikh College of Engineering & Technology, BELGAUM - India
- June 2016

**Diploma in Mechanical Engineering**
Government Polytechnic Panaji - India
- July 2013