

Kenneth Fernandez

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SUMMARY

I am a product designer with expertise in UX, UI, and visual design for digital and physical products. I take a user-centered design thinking approach to all projects so that the products and services I design may improve the lives of users.

SKILLS

FRAMEWORKS

Design Thinking
Agile Development
Improvement Science

SOFTWARE

🎨 Adobe Illustrator
🖌 Adobe Photoshop
📄 Adobe InDesign
🎬 Adobe After Effects
📺 Invision
📱 Marvel App

PROGRAMMING

</> Proficient HTML & CSS
📄 Intermediate Javascript
🐍 Intermediate Python

EXPERIENCE

Product Developer

Carnegie Foundation for the Advancement of Teaching, July 2015 - present | Stanford, CA

- Develop and monitor the design assets for the Carnegie Math Pathways, a national network of 60+ colleges committed to solving problems in developmental mathematics.
- Built the design thinking capacity of the Post-Baccalaureate Fellowship Program by facilitating design thinking workshops and coaching 10 fellows through design thinking approaches in their projects.
- Collaborated with the Stanford d.school K12 Lab Network to design a conference session focused on empathy tools and developing an equity consciousness, and presented during a 75 minute session to an audience of 120+ attendees.

Graphic Designer and Web Developer

Coastline Marketing Group, September 2013 - June 2015 (2 years) | Salinas, CA

- Developed WordPress website templates and Search Engine Optimization (SEO) plans for 20+ small businesses in Monterey County.
- Designed business cards, brochures, catalogs and other custom, high fidelity marketing materials for local businesses, elementary schools, and Montessori schools.

Production Intern

WGBH Studios, July 2013 - August 2013 (2 months) | Boston, MA

- Worked closely with designers, engineers, and executive producers to produce graphics, audio, and manipulatives for an NSF funded project called Next Generation Preschool Math (NGPM), a series of iPad games that teaches early math to preschoolers.
- Implemented iPad games and supplemental board games at preschools for play testing.

Americorps Member

Jumpstart, September 2010 - June 2011 (1 year) | Santa Ana, CA

- Collaborated with a team of six Corps members to implement a comprehensive early literacy curriculum in a preschool classroom.
- Read books to children, led activities to reinforce concepts illustrated in the books and curriculum, and oversaw children during free play and resolved conflicts that would arise.

EDUCATION

University of California, Irvine (UCI), Irvine, CA

Bachelor of Arts, Studio Art, Class of 2013
Educational Studies Minor, Digital Arts Minor, 2013

Carnegie Foundation for the Advancement of Teaching, Stanford, CA

Post-Baccalaureate Fellowship Certificate, Collaborative Technology
July 2015 - July 2017 (2 years) | Stanford, CA

The Post-Baccalaureate Fellowship is a two-year program that provides fellows with in-depth knowledge of Improvement Science, Collaborative Technology, Analytics, and Networked Communities in order to contribute to solving problems of educational practice.

Hasso Plattner Institute of Design (d.school), Stanford, CA

July 2015 - present (2 years) | Stanford, CA

Relevant coursework: Design Garage (David Kelley), Visual Storytelling (Andrew Merit), The Art of Observational Research (Mike Youngblood), Design.edu (Susie Wise), The Design of Data (Tran Ha), Fostering Innovation Through Inclusion (Dr. Frederik G. Pferdt), Design for Inclusion (Ariel Raz)