

FERNANDO HERRERA **PRODUCT DESIGNER**

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EDUCATION

SANTA MONICA COLLEGE

b.s. in interaction design | anticipated june 2026
a.s. in graphic design | june 2024

AWARDS

3RD PLACE

usc's reality shift xr

EXPERIENCE

SNAP INC.
Design Scholar
JULY - AUGUST 2025

- redesigned snapchat's school communities feature to improve discoverability, personalization, and safety for marginalized students through a tag-based system and 1:1 connection tools.
- conducted user-centered research with rainbow lab, applying dei insights to inform the design solutions for lgbtq+ youth of color.
- created ux flows, wireframes, and figma prototypes for event posting, saturn class integration, and group suggestions, ensuring alignment with snapchat's safety and brand standards.

SANTA MONICA COLLEGE
Web Designer
SPRING 2025-PRESENT

- manage content and maintenance of the smc's interactive design (ixd) webpage
- collaborated with faculty and marketing team to design the ixd annual report and grad show 2025 using figma and webflow.
- published regular updates and ensured timely delivery of new content on the ixd webpage.

ACTIVISION BLIZZARD
Playtester
OCTOBER 2024

- conducted user playtesting for call of duty: black ops 6, reviewing game and ui design to identify friction points and opportunities for player clarity
- provided feedback on interface design, gameplay flow, and overall usability, contributing to player experience and accessibility.
- gained firsthand insight into activision's approach to user research, later applying these methods to academic and design projects at santa monica college.

ACADEMIC EXPERIENCE

LOGOS
UX/UI & 3D Designer
SPRING 2025

- designed a mood-logging device with a tactile dial, biometric sensing, and led feedback to support emotional awareness in gen z men.
- conducted user-centered research with rainbow lab, applying dei insights to inform the design solutions for lgbtq+ youth of color.
- created ux flows, wireframes, and figma prototypes for event posting, saturn class integration, and group suggestions, ensuring alignment with snapchat's safety and brand standards.

MOBILE APP "BE WELL"
Product Designer
FALL 2024

- conducted user playtesting for call of duty: black ops 6, reviewing game and ui design to identify friction points and opportunities for player clarity
- provided feedback on interface design, gameplay flow, and overall usability, contributing to player experience and accessibility.
- gained firsthand insight into activision's approach to user research, later applying these methods to academic and design projects at santa monica college.

SKILLS

TOOLS

figma
blender
webflow
adobe photoshop
adobe illustrator
adobe indesign
adobe after effects
claude code
comfyui

HARD SKILLS

user-centered research
user testing
field observations
empathy mapping
persona development

RESEARCH METHODS

user-centered research
user testing
field observations
empathy mapping
persona development

DESIGN METHODS

user-centered rese
user testing
field observations
empathy mapping
persona developmen