

Fernando Herrera | UX/UI Designer

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Education

B.S. in Interaction Design | Santa Monica College - Santa Monica, CA | Anticipated December 2026

A.S. in Graphic Design | Santa Monica College - Santa Monica, CA | June 2024

Work Experience

Snap Design Academy Scholar | Snap Inc. | Santa Monica, CA | July - August 2025 - 9 Weeks

- 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.

Webflow Designer | Santa Monica College | Santa Monica, CA | 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.

Playtester | Activision Blizzard | Santa Monica, CA | 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

Santa Monica College, Santa Monica, CA

UX/UI & 3D Designer | Logos | Spring 2025 (8-week project)

- Designed a mood-logging device with a tactile dial, biometric sensing, and LED feedback to support emotional awareness in Gen Z men.
- Built and designed interactive Figma prototypes for an AI companion app that translated logs into personalized guidance and habit plans.
- Led usability testing and 3D prototyping, iterating across three versions to refine affordances and interaction design.

UX/UI Designer | Mobile App "BeWell" | Fall 2024 (16-week project)

- Designed a mobile wellness app for hospital workers to address stress and burnout by integrating mindful exercises, art engagement, and social connection tools.
- Developed an intuitive, low-fidelity to high-fidelity prototype in Figma featuring wellness exercises, journaling prompts, and a gamified reward system with digital art inspired by museum exhibits.
- Incorporated geofencing interactions and created the "Mind Branch," a unique social hub visualizing user engagement and connections.

Skills

Hard Skills: Project Management, User Research, Data Collection, Visual Communication, UX/UI Design, Visual Design System, Information Architecture

Research Methods: User-Centered Research, User Testing, Field Observations, Empathy Mapping, Persona Development

Design Methods: Usability Testing, Prototyping & Wireframing, User Journey Mapping, Competitive Analysis, Heuristic Evaluation, Ideation, Sketching, High-Fidelity Mockups, Interactive Prototyping

Design Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Figma, Blender, Webflow

