



# Sofía Fernández

Senior Product Designer

📍 Madrid, Spain

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## Contact

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## Skills

- Product Design
- User Research
- Leadership
- Prototyping
- Effective communication

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## Education

- Aug 2021  
**UX Research and Design Specialization**  
University of Michigan (Coursera)
- 2015 - 2016  
**Graphic Design**  
Trazos
- 2012 - 2013  
**Modern Languages**  
Washington College
- 2010 - 2015  
**Modern Languages and Translation**  
Universidad Nebrija

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## Languages

English - Fluent  
Spanish - Native

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## About Me

I love solving problems with user-centric solutions. In my opinion, a well-designed experience should be smooth, intuitive, appealing, and almost invisible. User research and testing are key steps for success. I deeply enjoy working with people.

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## Experience

- Aug 2021 - Present  
**Senior Product Designer**  
Affirm / Returnly  
  
I work in the B2B experience for merchants dashboard. Lead a group of 3 people by holding weekly 1/1s with each of them and looking after the holistic experience of the product.
- Jul 2020 - Aug 2021  
**Product Designer**  
PagoNxt (Santander Bank)  
  
Worked for various innovative product apps: Super You, Pago FX and Bueno MX.
- Jan 2018 - July 2020  
**Product Designer**  
Ryanair  
  
I worked in the Digital Experience department at Ryanair, Europe's larger low cost airline. My main areas of focus were the booking and post booking experience of our customers.
- Feb 2017 - Jan 2018  
**Product Designer**  
ISBAN, Santander UK  
  
Worked in the Innovation Department on the redesign of the Santander Wallet native app (iOS and Android).
- March 2016 - Feb 2017  
**UI Designer**  
ING  
  
With ING being 100% online bank, all processes need to be designed carefully. When I worked at ING, I designed everything users see related to their bank products.