



**FERNANDO
XIMENEZ | 72**
UX | UI PRODUCT DESIGNER



PHOTO SCAN QR or CLICK

+ INTRODUCTION

I am a designer of products and digital experiences that help users to build loyalty with products and services. I combine creativity, analytical thinking, technology and strategy to help add value to each project.

My experience has allowed me to experience the digital transformation of the business and users first-hand, I have focused on learning different areas to specialize in design and creation of digital products.

I am currently working at Avalora (www.avalora.com) since 2011, a technology company of the OHL Group (www.ohl.es), developing UX consulting functions, UI design and actively involved in the Front End development department. Specialized in the creation and development of digital products such as data management tools, project life cycle, risk management, financial economics, processes / workflow, strategic indicators and other needs for the construction sector. My functions range from taking requirements, solution proposal, content architecture, wireframe, low / high definition design, prototyping, front end architecture and development of the same. All this in Windows IOs platform, in Figma, Invision, Zeplin, Drawio, Microsoft Devops, Visual Studio MCV.Net, React, Azure, SQL, bootstrap, HTML5, CSS3, JS technologies, etc. In addition to developing applications for the OHL Group, Avalora has a 35% business with external clients from various economic activities, allowing me to gain experience in other sectors.

Thank you very much for your attention.

a cordial greeting

FX | Fernando Ximenez

+ CONTACT



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Location
28029 Madrid (Spain)

+ PORTFOLIO

The best way to get to know me is by living the experience.

Request a personalized DEMO so that I can show you some of the work I have done.

REQUEST A DEMO



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+ WORK EXPERIENCE

- 2011 - present**
AVALORA Grupo OHL
CONSULTANT UX-UI, FRONT-END DEVELOPER
Technological company and information systems of the OHL Group.
Technologies: Microsoft Azure, Visual Studio, SQL, TFS, IIS, Office 365, Adobe CC, Bootstrap, Invision App.
- 2009 - 2011**
La Compañía General de imagen y Diseño.
CONSULTANT UI, FRONT END DEVELOPER
Online advertising agency in full services.
Technologies: Microsoft .net, asp, IIS, SQL, PHP, Smarty Templates, MySQL, Adobe Creative Cloud, Microsoft Office.
- 2007 - 2009**
xamedia
CONSULTANT UI, FRONTEND DEVELOPER
Technological Company, development of the Stergo educational platform.
Technologies: EBDML Oasis Software, PHP, MySQL, XHTML, CSS, JS. Microsoft Office
- 2006 - 2007**
Magia Interactia
CONSULTANT UI, FRONTEND DEVELOPER
Startup Magia Server. Multi-device and accessible web development W3C AAA.
Technologies: PHP, MySQL, Smarty Templates, Tortoise SVN, Prestashop, Wordpress, Joomla, Drupal, Adobe Creative Suite. Microsoft Office
- 2003 - 2006**
DO2 | Diseño Orientado a Objetos
FUNCTIONAL ANALYST, CONSULTANT UI, FRONT END DEVELOPER
Development of applications for City Councils of Madrid Spain
Technologies: PHP, MySQL, Apache, Adobe Creative Suite. Microsoft Office
- 2001 - 2003**
MFZ (Miami Free Zone)
CONSULTANT UI PROYECTO RILCO
Free Zone of Miami. RILCO project development department
Technologies: Microsoft SQL Server, Windows server 2000, IIS, PHP, MySQL, Apache, Adobe Creative Suite. Microsoft Office
- 2002 - 2002**
AXT Acido Extra
CONSULTANT UI, FRONTEND DEVELOPER
Studio of graphic and online production
Technologies: HTML, CSS, JS, Adobe Photoshop, Macromedia Dreamweaver, Macromedia FLASH MX, Freehand MX
- 2000 - 2002**
GEOWEB S.L.
FUNCTIONAL ANALYST, CONSULTANT UI, FRONTEND DEVELOPER
(Founding Partner)
Development of applications for the DFM communication agency
Technologies: Apache, PHP, MySQL, HTML, CSS, JS, Adobe Photoshop, Macromedia Dreamweaver, Macromedia FLASH
- 1999 - 2000**
Ortiz Studio S.L
VISUAL DESIGNER FRONTEND DEVELOPER
Study of graphic design, 3D infographics and audiovisual production
Technologies: Adobe Photoshop, Adobe Premiere, Macromedia Director, Macromedia Dreamweaver, Macromedia Freehand, QuarkXpress, 3DStudio Max,
- 1997 - 1998**
His Master Choice, New Advertising
ON-LINE DEPARTMENT
Online and Offline Advertising Agency
Technologies: Adobe Photoshop, Adobe Illustrator, Macromedia Dreamweaver, Macromedia flash, QuarkXpress, 3DStudio Max.
- 1996 - 1997**
Muchomedia S.L.
JUNIOR PROGRAMMER
Interactive agency, development of web portals and Online MIDI sales
Technologies: HotDog Pro HTML Editor, File Maker, Adobe Photoshop, Aldus Freehand, Corel Draw, Microsoft Office.

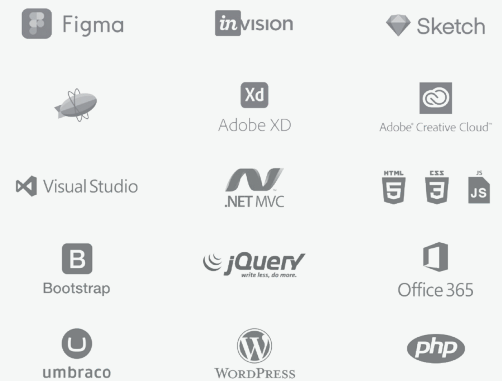
+ EDUCATION

- 1995- 1996**
Bachelor's Degree in advertising and audiovisual communication
CENP Centro Español de Nuevas Profesiones
www.cenp.com
- 1992 - 1994**
Bachelor's Degree in Marketing, Management and Business Administration
ESEM Escuela Superior de Estudios de Marketing.
www.esem.es

+ PERSONAL SKILLS

AGILE, LEAN Y SCRUM	40%
WIREFRAME - PROTOTYPE TOOLS	75%
ADOBE CREATIVE CLOUD CC	90%
VISUAL STUDIO.NET FRONTEND DEV	70%

+ DEVELOPER TOOLS



+ PROJECT CONTRIBUTION

