

# PORTFOLIO

Sofía Fernández Gavio

I am a Senior Digital Designer (UX, UI and visual design).

Regarding *Visual Design*, you will be able to [check my portfolio here!](#)

I'm currently working hand in hand with developers, creating **web** and **mobile** applications for both native platforms iOS and Android, and React Native apps.

My responsibilities: product discovery and definition, UX research, wireframing, prototyping and high fidelity mockups, UI, styleguide, assets preparation and development tracing.



# 01 Tesloop webapp

At NaNLABS.

## CHALLENGE

Complete UX/UI process for a Tesla car booking web app for a California based startup.

## MY ROLE

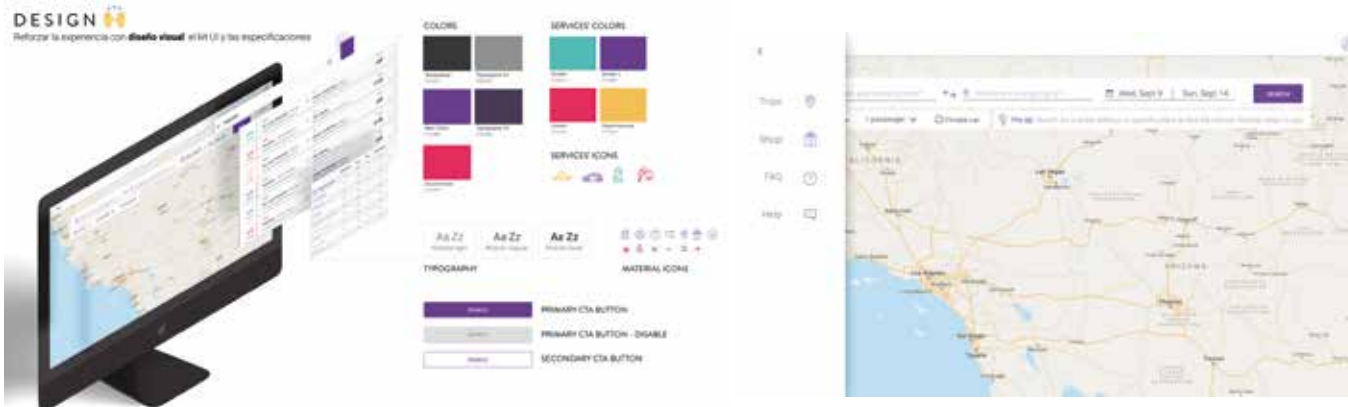
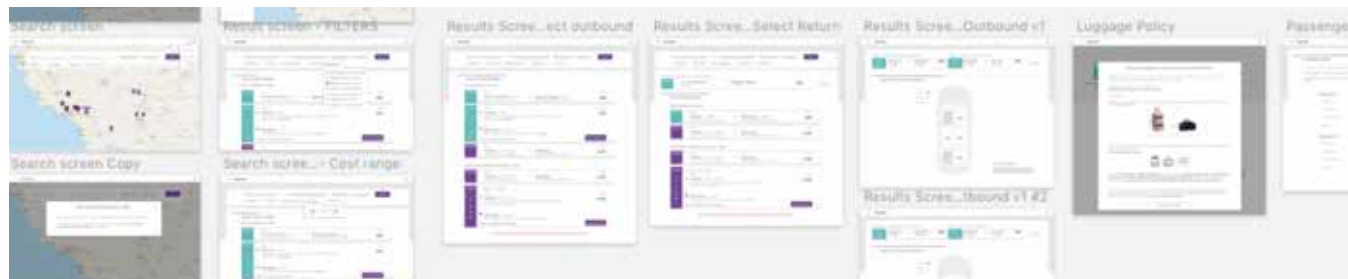
Product, UX/UI designer.  
 In charge of the complete design flow: UX Research (user persona, benchmark, journeymap, functional definition, flowmap), relevance/effort with developers' team, created low-fi wireframes creation, med-fi and interactive prototypes for mobile and desktop versions, and final visual design (styleguide, icons and UI kit).  
 Development tracing.

## METHODOLOGIES & DELIVERABLES

Reports/tests results and diagnosis, flowmap.  
 Low-fi wireframes, med-fi interactive prototypes, high-fi mockups.  
 Styleguide, UI kit and optimized assets.

Agile methodologies: Lean and scrum. Sketch, InVision, Inspect from InVision.  
 UI Framework: Material UI.

- + LINK **MOBILE** INTERACTIVE PROTOTYPE
- + LINK **DESKTOP** INTERACTIVE PROTOTYPE



# 02 B. Conscious By Axialent At NaNLABS.

## CHALLENGE

Product discovery, UX and UI design for a mobile application, implemented with React Native.

## MY ROLE

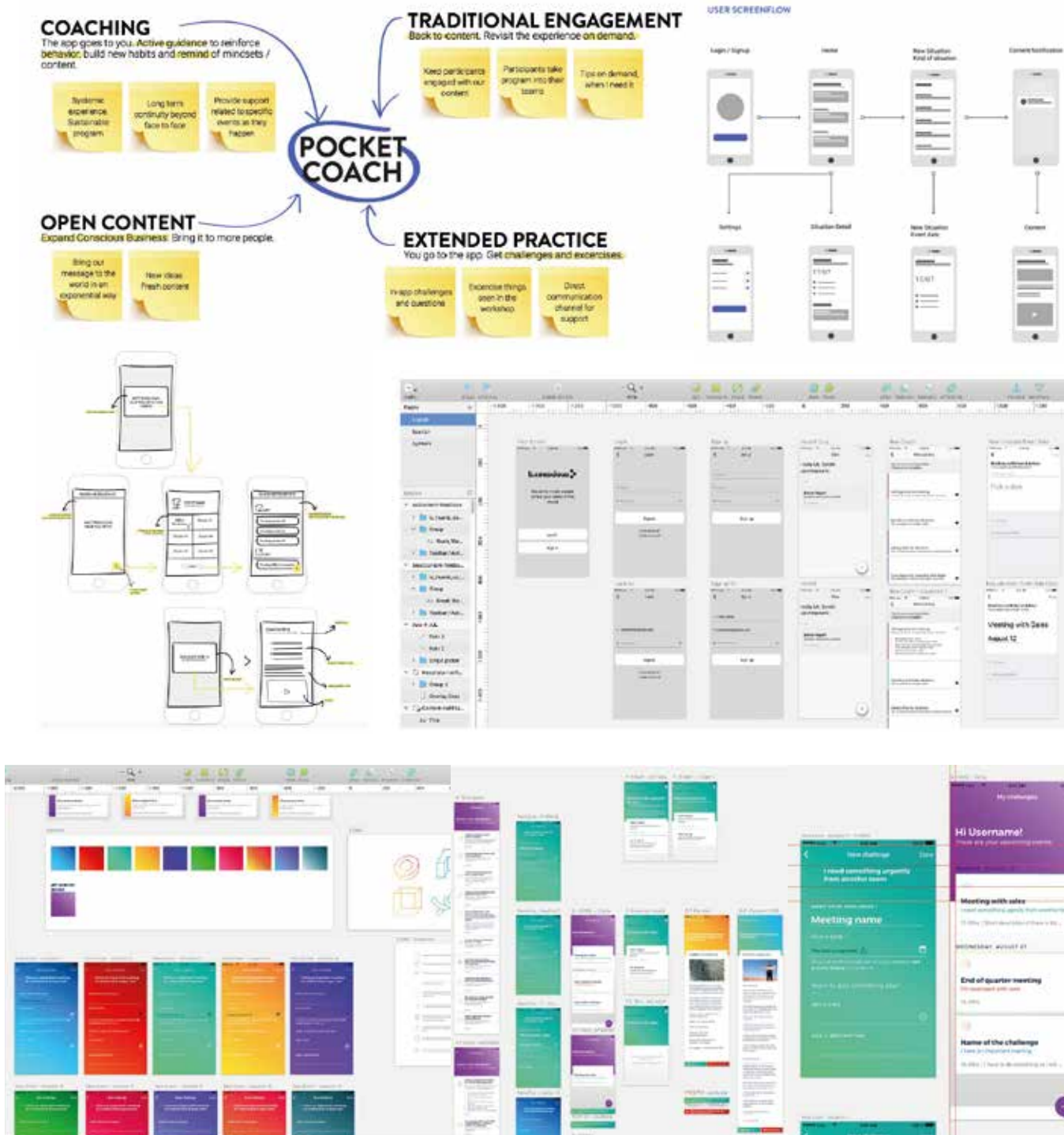
UX/UI design area leader.  
Worked on the **product definition**, validation with clients and users (users' interviews, usability tests), UX research (user persona, benchmark, journeymap, functional definition, flowmap), relevance/effort with developers' team, created wireframes, interactive prototypes and final visual design (branding, styleguide, icons).  
Development tracing.

## METHODOLOGIES & DELIVERABLES

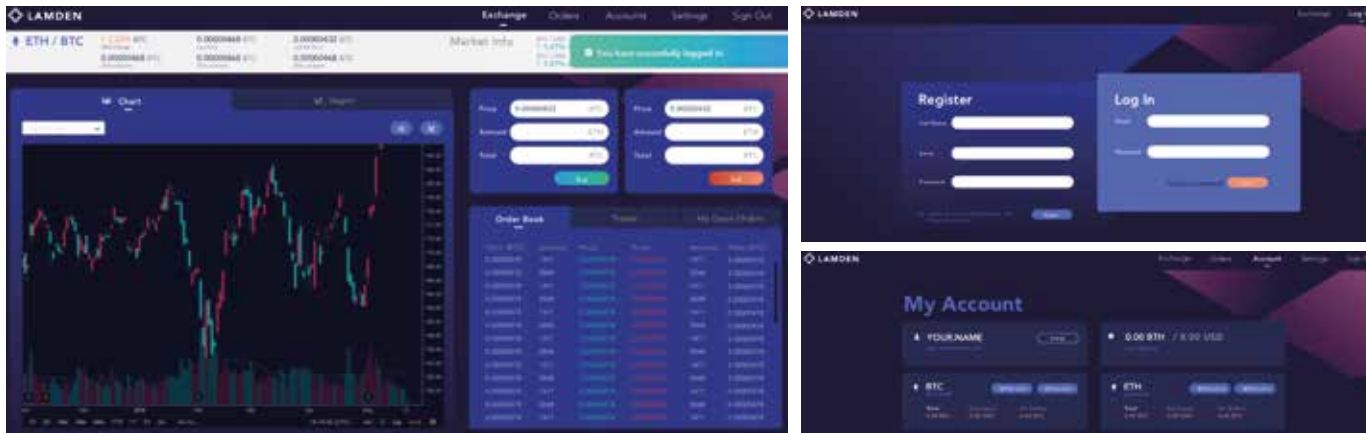
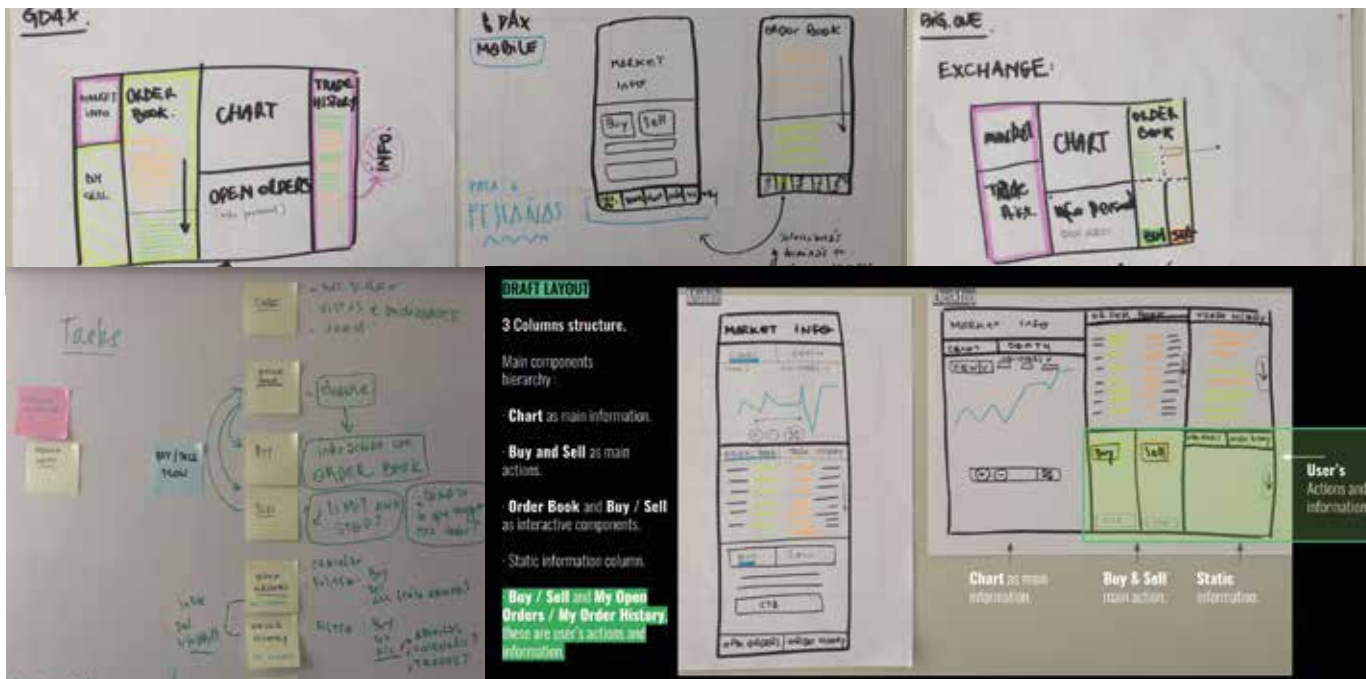
App definition, user persona, usability reports/tests results and diagnosis, flowmap.  
Low-fi wireframes, med-fi interactive prototypes, high-fi mockups.  
Styleguide and optimized assets.

Agile methodologies: Lean and scrum. Illustrator, Sketch, InVision

+ [LINK TO INVSION PROTOTYPE](#)



# 03 Landex webapp At NaNLABS.



## CHALLENGE

Complete UX/UI process for a cryptocurrency exchange app. MVP for a USA client.

## MY ROLE

UX/UI design area leader. In charge of the whole design process: UX research (user persona, benchmark, journeymap, functional definition, flowmap), validation with clients and users (executed users' interviews, usability tests), created low-fi wireframes creation, interactive prototypes and final visual design (styleguide and kit UI). Development tracing.

## METHODOLOGIES & DELIVERABLES

App definition, user persona, usability reports/tests results and diagnosis, flowmap. Low-fi wireframes, med-fi interactive prototypes, high-fi mockups. Styleguide and optimized assets.

Agile methodologies: Lean and scrum. Sketch, InVision, Inspect from InVision. UI Framework: Bootstrap.

- + LINK **MOBILE** PROTOTYPE
- + LINK **DESKTOP** PROTOTYPE
- + LINK **TABLET** PROTOTYPE

# 04 Atelier Renard Paris

At NaNLABS.

## CHALLENGE

Project divided in two steps: 1. Branding design, 2. Responsive website design

## MY ROLE

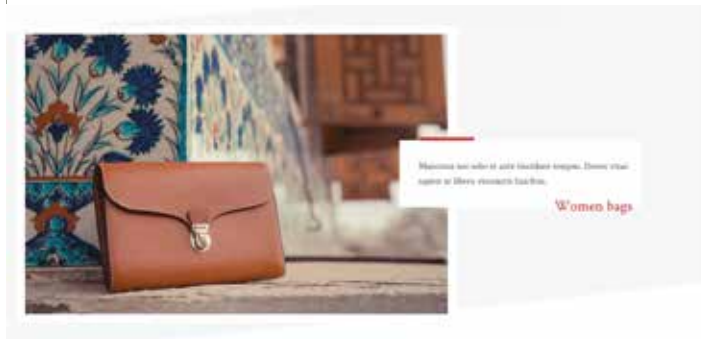
Visual and UX/UI designer. Designed and illustrated a new visual identity and brand's universe. Designed a responsive website working one on one with the client (who developed the whole site): sitemap, ux research, user persona, information architecture, journeymap, UI definition, low-fi wireframes, med-fi interactive prototypes and high-fidelity mockups. Visual design, styleguide and assets.

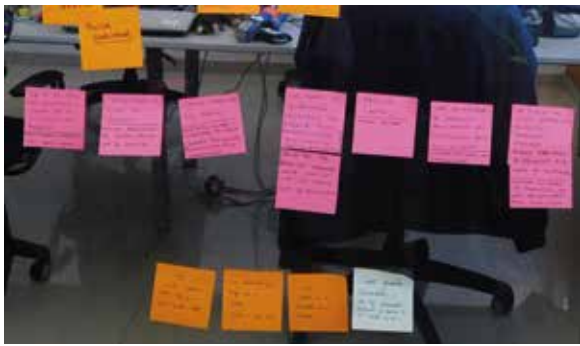
## METHODOLOGIES & DELIVERABLES

Wireframes, interactive prototypes and final design. Styleguide, optimized assets.

Agile methodologies: Lean and Scrum. Sketch, photoshop, illustrator and InVision

- + LINK TO BRANDING PROJECT
- + LINK TO WEBSITE PROJECT - INVISION





# 05 Trip Store by Open Sports At NaNLABS.

## CHALLENGE

Wireframes and med-fi prototypes for an e-Commerce platform, implemented with Magento2. SEO improvements.

## MY ROLE

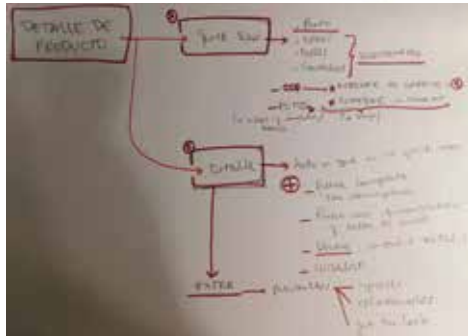
UX team leader and designer. Created low-fi wireframes for mobile and desktop versions of the e-commerce, in order to deliver them to the design agency that was going to finalize the UI design. UX research, user persona, benchmark, card sorting, journey map and relevance/effort with the developers' team.

## METHODOLOGIES & DELIVERABLES

Low-fi wireframes, high-fi prototypes, guide to export assets and guidelines for the design agency.

Agile methodologies: Lean and Scrum. Illustrator, Sketch and InVision.

- + LINK TO INVISION DESKTOP PROTOTYPE
- + LINK TO INVISION MOBILE PROTOTYPE





# 06 NaNLABS website At NaNLABS.

## CHALLENGE

Redesigning and creation of the company's responsive website, in order to improve the SEO and create the new brand identity.

## MY ROLE

UX research (user persona, benchmark, journeymap, functional definition, flowmap), created prototypes and final visual design (branding identity, styleguide, icons, illustrations). Interactive design and motions definition. Development tracing.

## METHODOLOGIES & DELIVERABLES

UX research. Styleguide, prototypes and final visual design

Agile methodologies: Lean and Scrum. Illustrator, Sketch.

+ LINK TO BLOG POST.  
+ **NAN-LABS.COM**

# CONTACT ME

Sofía Fernández Gavio

+54 9 221 6 010204 | [sofia.fernandezgavio@gmail.com](mailto:sofia.fernandezgavio@gmail.com)