Avicia Fernandes

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Product Designer

Product & UX Designer with **5+ years of experience** delivering visual and user-centred digital experiences across campaigns, web platforms and interactive systems.

MSc in User Experience Design with strengths in interaction design, usability testing and accessibility. Combines strong visual craft with research-led design thinking to create clear, scalable and user-focused experiences.

Core Skills

Interaction & Experience Design : User flows, wireframing, information architecture, interaction design, prototyping, usability testing, accessibility and inclusive design
Research & Validation: Task success measurement, time-on-task analysis, interviews, qualitative synthesis, iterative testing
Visual & System Design: UI design, design systems (Figma), component libraries, responsive design, layout hierarchy, campaign and digital asset systems
Tools: Figma, Adobe Creative Suite, Unity, Blender, basic HTML/CSS
Collaboration & Delivery: Cross-functional collaboration, developer handoff, dev-ready Figma specifications, stakeholder presentations, design rationale

Work Experience

Graphic Designer | Only Much Louder Entertainment
Mumbai, India • Oct 2023 – Aug 2024

- Delivered cross-platform design work across campaigns, e-commerce platforms and branded content for global brands including Bacardi, Canva and Flipkart
- Designed structured digital experiences across web, social and email, balancing visual storytelling with usability and platform constraints
- Built reusable templates, component systems and asset libraries to support high-volume, scalable design workflows
- Produced multi-resolution e-commerce assets optimised for responsive layouts across mobile and desktop storefronts
- Collaborated with cross-functional teams to deliver production-ready outputs within tight timelines
- Created stakeholder-ready pitch decks and campaign presentations, focusing on clarity, hierarchy and narrative

Selected Work:
- Bacardi e-commerce asset system across multiple brand storefronts
- Bombay Sapphire campaign rollout across digital and print
- Canva TVC support including storyboard frames and visual assets
- YouTube creator channel packages including thumbnails and motion graphics

Graphic Designer & Illustrator | Yellow Design Agency
Mumbai, India • Jan 2022 – May 2023

- Designed digital campaign assets, social media systems and e-commerce visuals for brands including Sephora and IGI
- Developed illustration-led visual systems aligned with brand identity across digital and physical touchpoints
- Contributed to UI and interaction design for web and promotional experiences, including L'Esterel website and NNNOW campaign activations
- Delivered dev-ready Figma files and collaborated with developers to support implementation
- Created retail and environmental graphics, translating concepts into scalable real-world executions

Selected Work:
- Sephora social media systems and campaign content
- Ice Cream Works retail illustration installation across 14 locations
- IGI International Jewellery Awards brand identity and collateral
- NNNOW gamified promotional experience and e-commerce visuals

Graphic Designer | Cuddles For Cubs
Mumbai, India • Apr 2021 – Dec 2021

- Led digital brand communication across social media and campaign touchpoints
- Developed structured visual systems to support brand consistency as output scaled
- Created production-ready artwork for textile and print applications
- Supported onboarding of junior creatives and maintained workflow consistency

UX Projects

VR Accessibility Application (Unity, MR) | MSc Project

- Designed and developed a mixed-reality VR navigation prototype to support spatial memory for dementia patients
- Built and iterated the prototype in Unity using spatial interaction principles
- Conducted usability testing with older adults, measuring task success, time-on-task and user feedback
- Improved navigation clarity, interaction pacing and readability through iterative design

Accessibility-first Game UI Concept (Figma, Unity) | Academic Project

- Designed structured user flows and interface systems in Figma for an accessibility-focused game concept
- Applied accessibility principles to hierarchy, contrast and interaction pacing
- Balanced user needs with system constraints and consistency

Education

MSc in User Experience Design | Birmingham City University
Birmingham • 2024 – 2025

- Merit (66.7%)
- Focus: Human-Computer Interaction, Accessibility, Interaction Design, Usability Testing

B.Voc in Graphics and Multimedia | St Pauls Institute
Mumbai, India • 2018 – 2021

- GPA: 7.9/10
- Relevant Coursework: Logo & Branding, 3D Modelling (Blender, Maya, 3ds Max), Video Editing & Animation

High School Diploma in Science | St. Xavier's College
Mumbai, India • 2016 – 2018

Achievements

- Birmingham City University, Birmingham UK
  - **3rd Place – Innovation Fest (2024)**
  - Participant – West Midlands Health Tech Innovation Accelerator Hackathon & PGXPO Postgraduate Innovation Exhibition (2025)
- **Design India – India's Best Design Projects - Ice Cream Works by Yellow Advertising (2022)**