

Fernanda R. Orviz

Product owner , UX designer & Architect

Portfolio: <https://fernandaorviz.com/>

📍 Barcelona, Catalonia, Spain 📞 +34 611 165 277

✉ fernanda.orviz@gmail.com

📍 Mérida, Yucatán, México 📞 +52 9991227819

🌐 <https://www.linkedin.com/in/fernanda-r-orviz/>

Experience

Product Owner

Humanlab <https://www.hiumanlab.com/>

📅 Sep 2024 - Present 📍 Mérida, Yucatán, México

Hiumanlab is a digital studio focused on tech solutions and software development. I worked as a product owner on the project Gooru, a CRM/ERP hybrid solution tailored to the healthcare industry. I lead cross-functional development efforts focused on delivering scalable, user-centered digital products for clinics and wellness businesses.

Main responsibilities:

- MVP definition
- Agile management
- UX & dev alignment
- Requirements analysis and client validation
- Product strategy
- UX collaboration
- Documented functionalities
- Ensure alignment and business value

Product designer

Sunwise <https://www.sunwise.io/>

📅 Nov 2023 - Dec 2024 📍 Barcelona, Catalonia, Spain 📍 Mérida, Yucatán, México

Sunwise is a SaaS platform that streamlines solar project design, pricing, and customer management for photovoltaic professionals. As a Product Designer, I contributed to the Web Quoter of the platform, the Master Button, and designed custom-made interfaces for other clients like Aluminex.

Main responsibilities:

- Product design for new modules and features
- Built custom UI for external clients
- Developed scalable product and pricing flows
- Designed low to high-fidelity prototypes for testing and feedback loops

UX designer

The TMRW Foundation <https://tmrw.com/>

📅 Aug 2023 - Aug 2024 📍 Barcelona, Catalonia, Spain

The TMRW Foundation is a tech innovation lab pioneering immersive experiences across industries. I built the navigation UX for Bank 3D, an initiative bringing 3D visualization to financial services, reimagining how users interact with investment platforms.

Main responsibilities:

- Designed core navigation UX for Bank 3D
- Built modular, scalable design systems
- Created spatial interfaces for immersive dashboards
- Visualized complex financial data through interactive 3D UI

UX designer

Freelance <https://fernandaorviz.com/>

📅 Mar 2021 - Jul 2023 📍 Barcelona, Catalonia, Spain

As a freelancer, I help startups and small businesses bring their digital products and webpages to life through intuitive, human-centered design. Projects included UI/UX for a golf club app, a language learning platform, a rental app, and a full redesign of an HR SaaS interface.

Main responsibilities:

- UX/UI for mobile apps, web apps, and websites
- Scalable design systems
- UX audits & usability testing
- wireframes, user flows, and visual mockups
- Responsive design with Figma, WordPress & Elementor

Architect

Vive Peninsular <https://vivepeninsular.com.mx/> - <https://proyectual.mx/>

📅 Jan 2020 - Jan 2021 📍 Mérida, Yucatán, México

Vive Peninsular is a real estate developer focused on residential and commercial projects in southeastern Mexico. I worked mainly in the project review division, ensuring that all architectural proposals complied with the regulations and design guidelines of the developments.

Main responsibilities:

- Reviewed plans for regulatory and design compliance
- Checked zoning and complex-specific rules
- Gave feedback to architects and developers
- Flagged and resolved non-compliance issues

Architect

Ivalue Desarrolladora Inmobiliaria

<https://www.ivalue.com.mx/>

Feb 2018 – Nov 2019

Mérida, Yucatán, México

Ivalue is a real estate company focused on planning, development, and execution of residential and commercial projects in southeastern Mexico. I worked as an architect supporting the design and construction management team, combining creative vision with on-site execution.

Main responsibilities:

- Architectural design for residential projects
- Project planning and coordination
- Budget estimation and material selection
- On-site supervision and quality control
- Alignment of execution with design documentation

Education

Master in User Experience Design

Barcelona Technology School

<https://barcelonatechnologyschool.com/>

Oct. 2022 – July. 2023

Barcelona, Catalonia, Spain

Master in Advanced Architecture

Institute for Advanced Architecture of Catalonia

<https://iaac.net/>

Oct. 2021 – July 2022

Barcelona, Catalonia, Spain

Bachelor of architecture

Universidad Anáhuac Mayab.

<https://merida.anahuac.mx/en/>

Aug. 2014 – Dec. 2019

Mérida, Yucatán, México

Pre-College

Cornell University.

<https://sce.cornell.edu/>

Summer 2013

Ithaca, New York

Skills

Hard Skills

Product owner

- MVP definition
- Backlog management (Scrum/Kanban)
- User stories & prioritization
- Product roadmap planning
- Requirements analysis
- Stakeholder management
- Jira / Confluence / Notion
- Figma for UX collaboration
- Google Analytics / Advanced ExcelS

Ux Design

- Figma, InVision, Adobe XD
- Product design
- Research
- Information Architecture
- Design system
- Design tokens
- Wireframing
- Prototyping
- User interface design
- Visual Communication
- Wordpress
- User flows
- Usability testing
- A/B testing
- JavaScript, HTML, CSS

Architecture

- Autodesk:
 - AutoCAD
 - Revit
 - 3D Max
- Rhino
- Grasshopper
- Archicad
- Blender
- Lumion
- SketchUp
- Vray
- Architectural design
- Interior design
- Unity

- Arduino
- Digital fabrication
 - 3D printing,
 - CNC,
 - Laser cutting
- Adobe Suite:
 - Photoshop,
 - Lightroom
 - Illustrator
 - Indesign
 - Premiere Pro
- Microsoft office
 - Word,
 - PowerPoint,
 - Excel

Soft Skills

- Curiosity
- Empathy
- Communication
- Collaboration
- Conceptual application
- Management
- Proficient development of tasks
- Fast learner
- Efficient Written and verbal communication
- Ability to speak in public

Languages

Spanish language proficiency	C2
English language proficiency	C2
German language proficiency	A2