



Fernando Turch
UX Designer



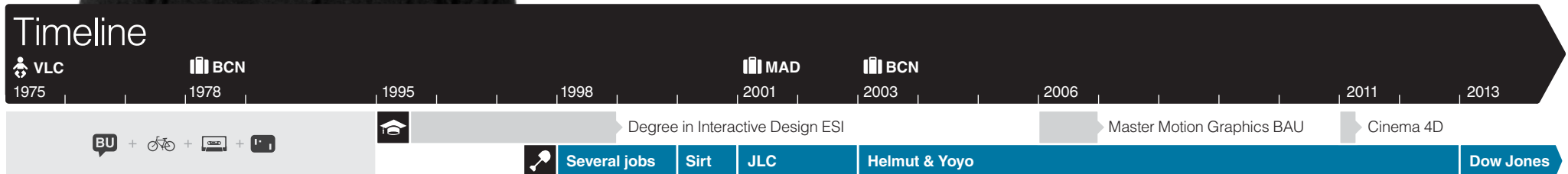
I was born in Valencia in 1975 and I have based in Barcelona since 1978.

I'm UX Designer with experience in web projects, mobile devices and motion graphics.

I have led UX projects since 2003 with clients like Ford, Mazda, Nissan, TV3 Catalan Public Television, Barcelona Airport, National Research Center, Barcelona Chamber of Commerce, Dow Jones and others.

I studied Interactive Design, Master in Motion Graphics and several software courses like Cinema 4D or Combustion. I have also acquired experience in usability, accessibility and front-end development.

My methodology and passion is to investigate new media and new display ways to develop and deliver accessible, indexable and user-oriented design very respectful with content to generate intuitive and memorable experiences.



Work experience

2000 Sirt

Web designer and front-end developer.

2001 JLC

Web designer and front-end developer with clients like: Ford, Mazda, Amena, Royal Automobile Club of Spain, etc.

<http://www.jlcdg.com>

2003 Helmut & Yoyo

Owner and UX Lead

UX Leader in web projects, mobile devices and motion graphics with clients like: TV3 Catalan Public Television, National Research Center, Barcelona Chamber of Commerce, Science and Technology Museum of Catalonia, Mobles 114, Barcelona Airport, etc.

<http://www.helmutandyoyo.com>

2013 Dow Jones

Senior Interaction Designer.

Dow Jones Corporate Products: Design responsive modules and Alerts system for DJX.

Dow Jones Data Entry Applications: Define Style Guide and design page templates for Data Entry and Advanced Search for professional users application. <http://www.dowjones.com>

Languages

Spanish: Native

Catalan: Native

English: Upper-Intermediate

Studies

1995-1998. Degree in Interactive Design at ESI.

2006-2007. Master in Motion Graphics at BAU.

2009. Autodesk Combustion course. 30 h.

2014. UX Learn Course.

Knowledge

Tools

Photoshop	<div style="width: 80%;"></div>
Illustrator	<div style="width: 70%;"></div>
After Effects	<div style="width: 60%;"></div>
Cinema 4D	<div style="width: 30%;"></div>
Flash	<div style="width: 20%;"></div>
Final Cut	<div style="width: 10%;"></div>

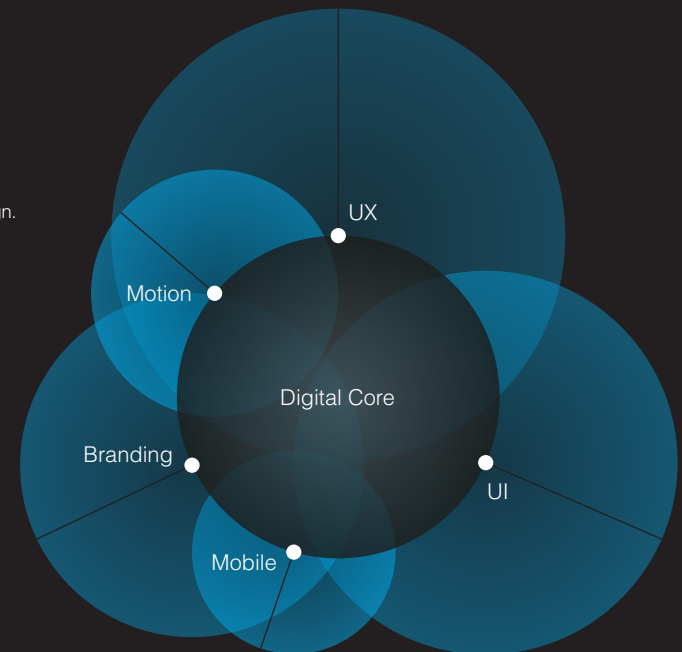
Code

Hand coded HTML/CSS	★★★★★
JavaScript jQuery	★★★☆☆
Action Script 2	★★★☆☆
PHP	★☆☆☆☆

Other

- Style Guides
- Web Accessibility
- Responsive Layout
- Scrum/Agile
- Wordpress
- SEO / SEM

This chart shows my experience in digital design.



Personal

I'm interested in cinema, specially SciFi movies, and music. I practice some outdoor sports like mountain bike, trekking, running and swimming. But what I love is gastronomy, cooking and discovering new dishes. Whenever I can, I travel around the world tasting the local food from each region.