Fabian de la Fuente
product designer

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Profile

I'm a user-centred design advocate and design thinking practitioner who leverages data and insight to craft meaningful user experiences for games, native mobile, desktop, and web platforms.

Experience

UI Designer
Microsoft
Nov 2022 - Present

- Designed new generative AI experiences for Bing SERP and Chat, contributing to visual design system library, generative search principles, and guidelines.
- Led design efforts for a new global nav system for Bing.com, collaborating closely with cross-functional teams to ensure scalability & coherence across verticals.
- Built a scalable design system library for Fluent Capture feature used across Skype, Teams, Stream, GroupMe, and Flip to streamline design & engineering processes.
- Worked on overseeing visual coherence across Microsoft's web experience services (i.e. Bing, Start, Edge, Shopping, and Copilot).

UX/UI Designer
IBM
Sep 2021 - Aug 2022

- Led design of large-scale project management platform, collaborating/with cross-functional partners to ideate, iterate, and ship pixel-perfect designs for production.
- Conducted comprehensive usability tests & user interviews, leveraging qualitative and quantitative data to validate designs and align cross-functional stakeholders.
- Worked with IBM Carbon design system to re-design internal & external IBM sites, optimizing responsiveness & adherence to WCAG 2.1 accessibility standards.

UX Design Lead
Ergonomyx Technologies Canada Inc.
Sep 2018 - Sep 2020

- Led a cross-functional team of designers, engineers, and analysts, to guide product design of web-app, mobile apps, and responsive e-commerce website.
- Designed low to high-fidelity prototypes for iOS, Android, and desktop, ensuring fluidity of interactions and consistency in visual design across all platforms.
- Established consistent design system (120+ components), language, and brand.

Education

University of Toronto
Master of Information, User Experience Design Concentration (3.97 GPA)
2020 - 2022

University of Victoria
Bachelor of Commerce, Entrepreneurship Specialization (3.90 GPA)
2014 - 2019

Skills

UX Design
Strategy, usability testing, personas, journey mapping, heurisitic evaluation, user research, user interviews, card sorting, IA, data analytics, A/B testing.

UI Design
Wireframing, prototyping, responsive design, visual design, motion design, 3D modeling.

Tools
Figma, Sketch, ProtoPie, Adobe XD, Photoshop, Illustrator, After Effects, Unreal Engine 5.

Awards

1st place (340+ teams)
Adobe + Southwest Creative Jam

Certifications

IBM Enterprise Design Thinking
Practitioner, Co-Creator, Team Essentials for Artificial Intelligence.