

Diego Fuchs

Product Designer

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Summary

Toronto based Product Designer with over 15 years of experience in the Fashion world making the transition into the Digital space after completing a UX/UI Certificate from the University of Toronto. Noticing many similarities across both fields, especially that, although the design is crucial, crafting the perfect fit for the customer is always the most important thing. Remarkable communication skills, dedication and self-starting attitude make me an outstanding leader in both fields. Bilingual in English and Spanish with a Conversational understanding of French.

Technical Skills

Technical: Adobe CC, Figma/FigJam, Miro, Trello, HTML5, CSS3, JavaScript & jQuery

UX/UI: User Interviews/Surveys, User Scenarios, Journey Mapping, Data Synthesis & Analysis, Information Architecture, Site Mapping, Wireframing (*Lo - Hi Fidelity*), Prototyping, Interaction Design, Usability Testing

Experience

Senior Product Development Manager Ranka Enterprises Inc.

2010 – Present
Markham, ON

Established brand positions and guided design teams to create seasonal collections for National Retailers in both the Private Label and Owned Brand spaces in Men's, Ladies and Kids Apparel and Accessories.

Key Accomplishments:

- Achieved seasonal sales growth of 15-20% on average based on sales analysis and user driven needs.
- Managed teams of up to 4 designers creating trend driven designs to provide MVP's that delivered sales KPIs.

Instructor, Fashion Design Department Toronto Film School

2016 – Present
Toronto, ON

Lead and facilitated the study of Computer Aided Pattern Drafting and Sketching as well as Garment Construction and Graduate Thesis Design courses in both in person and remote environments.

Key Accomplishments:

- Developed new curriculum for "Collection: Concept and Design" course, increasing completion rate by 10% yearly.
- Coached classes of up to 20 students through creating their Brand Identities & Thesis collections.

Creative Director & Co-Founder HELDER DIEGO

2010 – 2018
Toronto, ON

As one of the co-founders, I was instrumental in designing the Branding, Marketing materials and overall aesthetic to help position the brand in the Contemporary Women's wear market.

Key Accomplishments:

- Curated sales appointments leading to increased sales of 10-15% each season.
- Designed and launched the brand's E-commerce experience (using Shopify) that helped grow the overall company revenue by 30% while focusing on the overall customer experience.

Projects

Terra Travel App | diegofuchs.com/uxdesign/terra-travel

- Travelers have a hard time making eco-friendly decisions while booking their trips. The Terra Travel App brings Sustainability to the forefront of the users' experience allowing them to lower their overall eco impact.
- Product Designer - Solo Project: User Research, User Flows, Wireframing/Prototyping, Usability Testing
- Tools: Google Surveys, Miro, Figma, Adobe Illustrator

Canada Revenue Agency (Site Redesign) | diegofuchs.com/uxdesign/cra

- The current Canada Revenue Agency (CRA) website presented a few navigational as well as visual design issues for users. By understanding the primary purpose of the user's mission of the site itself allowed us to resolve the problems by creating simplified solutions allowing them to reduce the time they spend gathering their required information.
- Product Designer - Solo Project: User Observations, Card Sorting, Information Architecture, Wireframing/Prototyping, Usability Testing
- Tools: Miro, Figma, Adobe Illustrator

KYNDLI App | diegofuchs.com/uxdesign/kyndli

- People looking to donate their gently used goods have a hard time knowing who will take them and where to drop them off. The KYNDLI App provides a streamlined way to search for donation centers based on location, organization, and item type to help save time while allowing you to help others.
- Product Designer - Group Project: User Research, Wireframing/Prototyping and Usability Testing
- Tools: Google Surveys, Miro, Figma, Adobe Illustrator

Education

UX/UI Boot Camp Certificate: University of Toronto, Toronto, ON

An intensive 24-week long boot camp dedicated to learning the process of creating User Centric designs.

Skills learned consist of User-Centric Design Research, Visual Prototyping and Wireframing, User Interface Development, Figma, Miro, HTML5, CSS, JavaScript, Bootstrap, jQuery.

Diploma, Fashion Design: International Academy of Design, Toronto, ON

A hands-on 2-year program learning the process of creating seasonal fashion collections.

Skills learned consist of Manual and Computer Aided Pattern Making and Sketching, Draping, Garment Construction, Adobe Illustrator and Photoshop, Graphic Design, Fashion History, Gerber Accumark Pattern Design.