

# NACHO IGLESIAS FERNÁNDEZ

Creative Designer & Web Developer

getnacho.com | nachobbc@gmail.com

## INTRO

I have a keen and intuitive sense of aesthetics and communication. I can quickly determine the most important parts of a communication piece and make it work for the audience. I intuitively look for creative solutions to complex problems.

I am always reviewing design in the real world. I question chairs, tables, furniture, the packaging of products, city buses, cars parking strategies, etc. I always look to see if real-world design meets my standard of best practices and best efforts - can something be improved, and how?. In my perspective, things should be both beautiful and functional. Otherwise, it just doesn't work.

I regularly study about brands and their impact, how they work in people minds: what stimuli to use, which words apply, and which words not to use. I can say that brand building and creativity are two of the things I do best.

I worked as a creative influencer and designer for many agencies and companies, locally and abroad, remote and on-site. My curiosity and sense of survival drove me to enhance my knowledge in technological design areas.

I can write HTML and CSS as well as any other top notch professional, and I'm always current in the full-stack environment. I develop my daily routine using in Linux via terminal and commands, tools such as Vagrant, Composer, Git, php, Javascript, Drupal, WordPress, and many others that I have needed for specific cases.

I live in Montevideo, Uruguay.

## EDUCATION

### Humanities BA

Bauzá High, Montevideo, Uruguay

### Certificate in English

Cambridge University, UK

### Professional Designer

BIOS Institute, Uruguay

### Creative

BIOS Institute, Uruguay

### Photography INTRO

National Culture House, Uruguay

### Professional Websites Editor

ABC Disegno, Uruguay

### Computer Science BA

Technical Education National Institute, Uruguay

### HTML5 Certification

EdX/W3C Schools

### FrontEnd Bootcamp

Hack Academy, Uruguay

### Backend Bootcamp

Hack Academy, Uruguay

### UX/UI Micromasters

EdX/University of Michigan

## PROFESSIONAL EXPERIENCE

2003 ...	<b>Web, UX/UI Consultant</b> Freelance	2011 2012	<b>Web Designer</b> BlueBird (UK).
2003	<b>Graphic &amp; Web Designer</b> Live Interactive (Uruguay).	2012 2013	<b>Web Developer &amp; Graphic Design</b> Verne (Uruguay).
2003 2006	<b>Web Designer</b> Grupo Marineda (Spain).	2013 2014	<b>Web Developer, Creative, Graphic &amp; Brand Designer</b> CREO (Uruguay).
2006 2008	<b>Web Designer</b> Mansef Entertainment (Canada).	2014 2015	<b>Webmaster &amp; Designer</b> Trafilea (Uruguay).
2008	<b>Web Designer</b> InvertRed (Spain).	2015 2018	<b>Lead Designer &amp; Jr. Web Developer</b> Percona (USA).
2008 2011	<b>Web Designer</b> WhyZoom (USA).	2018 Present	<b>Lead Designer &amp; Jr. Web Developer</b> GridGain (USA).
2011 Present	<b>Full Stack Professor</b> Technical University (Uruguay).		