

Fernando Luna

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SKILLS

Spanish (Fluent) • Figma • Axure • Adobe XD • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Lightroom • Adobe Premiere Pro • Adobe Acrobat • Miro • Canva • Cursor • Google Antigravity • NotebookLM • Claude (Opus, Sonnet, Haiku) • Gemini Pro • Multi-Model Workflow Design • AI-Assisted Design • AI-Assisted Research • Prompt Engineering • Agentic Design • Agentic Testing • Conceptual Metaphor Theory • Embodied Cognition • Git • JavaScript • HTML • CSS • React.js • Three.js • MediaPipe • OpenCV • PHP • Python • SQL • Wireframing • Storyboarding • Prototyping • Paper Prototyping • Rapid Prototyping • Design Sketching • Interaction Design • User Interaction • Visual Design • Responsive Design • User Experience (UX) • UI/UX Design • User-Centered Design • Accessible Design • User Access • Accessibility Compliance • Accessibility Testing • Web Accessibility • PDF Accessibility • Accessible Name and Description Inspector (ANDI) • Heuristic Evaluation • Usability Testing • A/B Testing • Think-Aloud Protocol • Qualitative Testing • UX Evaluation • Quantitative Research • Quantitative Analysis • Quantitative Surveys • Qualitative Research • Qualitative Coding • Qualitative Data Analysis • Qualitative Surveys • Qualitative Market Research • Qualitative Research Methods • User Interviews • Research Interviews • Employee Interviewing • Stakeholder Interviews • User Research • Recruitment Strategy • Recruitment • Task Analysis • Cognitive Task Analysis • Observational Studies • Persona Development • Empathy Mapping • Affinity Diagramming • Customer Journey Mapping • User Journeys • User Flows • Mind Mapping • Research Planning • Research Compliance • Research Management • Research Designs • Research Projects • Measurement Plans • CITI Program Human Research Certification • CITI Program Social Behaviors Researchers Certification • Human Factors • Cognitive Psychology • User Analysis • Stakeholder Management • Agile/Scrum Methodologies • Time Management • Milestone Tracking • Collaborative Problem Solving • Business Model Canvas • Risk Analysis • SWOT Analysis • Internet of

Things • Workshop Design & Coordination • Lead product design • research protocol design • real-user testing with sensitive populations • agentic AI testing • sensor-integration UX • brand identity development • multi-stakeholder cross-functional coordination • end-to-end system design • System Usability Scale (SUS) • Competitive Analysis • Information Architecture (IA) • Task Completion Analysis • Design Systems • Design Tokens • Theming (Light & Dark Mode) • Auto Layout • Component Variants • Component Properties • Variables (Figma) • Component Libraries • Design-to-Development Handoff • Cross-Platform Design • Qualtrics • Survey Monkey

EXPERIENCE

Lead Product Designer — TruePulse Health Capstone

August 2025 – May 2026

- Served as Lead Product Designer on the graduate capstone with TruePulse Health, an early-stage company collecting physiological data from a sensitive user group (women across the pregnancy continuum — considering future pregnancy, currently pregnant, and postpartum) — at an Indiana University research lab using a Polar H10 chest-strap sensor. The scope spanned the full product and research lifecycle.
- Owned the full lifecycle from research protocol drafting through method selection, brand identity creation, and end-to-end system design.
- Selected and ran qualitative research methods including user interviews and cognitive walkthroughs with industry professionals, then analyzed the findings through thematic coding to surface design and protocol priorities.
- Conducted user testing rounds with real women — including a currently pregnant participant — to validate the participant flow and protocol against actual lived constraints rather than expert proxies.
- Used agentic AI testing to stress-test future feature concepts ahead of formal human testing rounds, accelerating the discovery-to-validation loop without sacrificing the eventual human-in-the-loop checkpoint.

- Designed a sensor-agnostic data-collection platform covering the full participant flow (onboarding, sensor pairing, protocol-guided data collection) and the researcher-side data-retrieval interface (local or cloud).
- Designed the participant experience with full awareness that this user group's relationship to the body, to wearables, and to data being collected on them is not neutral; the brand had to land as supportive rather than performative.
- Coordinated directly with the TruePulse founders and Dr. Gregory Lewis at the Kinsey Institute (Indiana University Bloomington), keeping research and design coherent across academic researchers, founders, and the participant pool.

Lead Product Researcher — Darzy.ai • Remote

May 2025 – August 2025

- Built research operations from scratch — recruitment pipelines, interview protocols, synthesis templates, and shared insight repositories — for an early-stage remote-first startup with no prior research infrastructure.
- Led a small team of interns through participant recruitment, moderated user interviews, quantitative surveys, literature reviews, retail relationship management, and product demo sessions; partnered directly with the founder and product designer to translate qualitative findings into actionable design and product decisions.

Research Assistant — Indiana University Indianapolis

January 2024 – present

- Partner with two MS HCI co-directors across two ongoing labs. Lead user research on AI voice-assistant systems for older adults (interviews with caregivers and seniors, prototype iteration, market positioning), and apply AI-assisted qualitative coding using NotebookLM and Gemini against Conceptual Metaphor Theory across large datasets (5,000+ Reddit posts).
- Conduct user testing at the Indiana State Museum using Kinect-based motion capture, analyze quantitative data on sustainability and embodied

cognition, and co-facilitate workshops with narrative and design teams to improve museum interactive systems.

Textile Wholesaler — Bloomington, IN & Indianapolis, IN

October 2020 – present

- Specialize in American-made clothing from the late 1800s to early 2000s, curating collections for second-hand boutiques across the U.S. and working with international clientele.
- Support personal stylists by sourcing and curating wardrobe pieces for active NFL players.

Freelance Photographer — Indianapolis, IN & Bloomington, IN

March 2019 – present

- Focus on urban and street fashion portraiture; collaborate with local brands including SLCT Stock, Kitowares LLC, and Native Language Co. on creative direction and visual storytelling for product, lookbook, and editorial work.
- Shoot across digital and film formats: Canon 60D (24–105mm f/4, 50mm f/1.8), Canon AE-1, Mamiya 645, and Olympus point-and-shoots; full post-production workflow in Adobe Lightroom.

EDUCATION

Indiana University Indianapolis

Bachelor's in Informatics with certification in Human-Computer Interaction | 2018 – 2024

Currently pursuing a Master's Degree in Human-Computer Interaction with a focus on accessible design and UX research. | 2024 – 2026