

BRENDAN FERNANDES

DIGITAL EXPERIENCE DESIGNER | UX UI | ECOMMERCE | CRM AND AUTOMATION

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PROFILE

Digital Experience Designer and marketing technology specialist with 10+ years of experience creating responsive websites, ecommerce journeys, landing pages, EDMs and CRM-connected experiences. Combines UX/UI design, frontend implementation, campaign measurement and automation to turn business requirements into usable digital products. Experienced with Figma, component-based interfaces, email campaigns, analytics and cross-functional delivery in Dubai-based retail, property and agency environments.

<https://brondby.portfoliobox.net/>

CORE CAPABILITIES

UX AND UI User flows, wireframes, prototypes, responsive layouts, interface detailing	EMAIL AND CRM EDMs, newsletters, responsive templates, SendGrid, SAP Hybris, CRM journeys	WEB AND ECOMMERCE Next.js, React, Tailwind CSS, WordPress, WooCommerce, Laravel
DESIGN SYSTEMS Reusable components, modular layouts, design documentation, Figma	MEASUREMENT GA4, GTM, Google Ads, Meta, Looker Studio, conversion tracking	AUTOMATION Power Automate, Dynamics 365, n8n, Zapier, APIs, webhooks, JSON

SELECTED DIGITAL EXPERIENCE PROJECTS

AZEO UAE Ecommerce Platform | azeouae.com

Designed and built a production ecommerce experience spanning storefront UX, catalogue management, customer authentication, role-based administration and API-led product workflows.

Technology: Next.js 16, React, TypeScript, Tailwind CSS, Laravel 13 REST API, PostgreSQL, Docker, Laravel Sanctum and Spatie Permission. Hosted in VPS no Cpanel.

Buro Design Interior Landing Page | burodesign.kesingtonassetmgt.com

Modernised a legacy two-image Flow CSS and jQuery experience into a responsive component-based landing page. Removed the jQuery dependency, rebuilt the navigation for mobile and desktop, and improved hover-audio responsiveness.

Technology: Next.js, React, TypeScript, Tailwind CSS and static deployment.

Equitrans Animal Transport Quote Experience | equitranslogistics.com/pets/request-a-quote-new-design-test

Designed and developed a multi-step quote journey using conditional horse and pet flows, repeatable records, location selectors, field validation, review summaries and HTML email output. Connected validated form data to Power Automate and Microsoft Dynamics 365 CRM using structured JSON.

Technology: WordPress, Contact Form 7, JavaScript, HTML/CSS, JSON, Power Automate, Dynamics 365, GA4 and GTM.

PROFESSIONAL EXPERIENCE

KProperties | Digital Marketing Manager | Nov 2022 - Present

Lead digital campaigns, landing-page experiences, property portal content, CRM lead generation, conversion tracking and monthly performance reporting.

Helped grow the company from 2 to 20 staff across two offices and marketed a 120-unit JVC building to completion within four months through targeted online campaigns.

Create responsive web experiences and campaign assets while managing Google Ads, Meta, GA4, GTM, Looker Studio and SEO workflows.

Able Project Management | Digital Marketing Manager Group of Companies | Apr 2021 - Nov 2022

Created wireframes, prototypes and design documentation in Figma and Illustrator; designed websites, landing pages, EDMs and digital campaign content.

Developed and optimised digital experiences for Equitrans Logistics, Kensington Asset Management and related businesses, including English and Arabic campaigns.

Retail Catch Group | Senior Digital Designer and Ecommerce Content Specialist | Mar 2019 - Apr 2021

Designed UX/UI, wireframes, mockups, ecommerce content and digital campaigns for retail and corporate clients.

Delivered the digital content and launch branding for Jules and Juliette at Nakheel Mall and supported Shopify and WooCommerce projects.

Majid Al Futtaim Retail Carrefour | Ecommerce Content Specialist SEO | Mar 2018 - Feb 2019

Designed promotional landing pages, newsletters and responsive digital content for Carrefour UAE and supported KSA website launches.

Built and delivered campaigns using SAP Hybris, SendGrid and Trello in a multi-market retail environment.

Middle East Global Advisors | Web UI Designer and SEO Specialist | *Mar 2017 - Feb 2018*
Designed EDMs, landing pages, responsive campaign assets and social content while supporting Google Ads, SEO/SEM and PPC.
Delivered digital assets for the Global Ethical Finance Forum 2017 and World Islamic Banking Conference 2017.

Bonyan Investment Group | Web Developer Designer and Online Marketing | *Jul 2014 - Feb 2017*
Designed and developed property websites, wireframes, lead-generation forms and frontend/backend features using CodeIgniter HMVC.

Impact Proximity | Frontend Developer
Designed and developed property websites, wireframes, lead-generation forms and frontend/backend features using CodeIgniter HMVC.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Science in Information Technology | Preston University, Ajman
Web Development and Design Diploma | Informatics Computer Institute, Sharjah
Professional development includes two Udemy credentials covering n8n, AI agents, Claude Code, MCP, APIs, webhooks, Agentic RAG and AI workflow automation.

Skill	
Project Management	3 years
Adobe Photoshop CC	10 years
MS Office Suite	10 years
Adobe Illustrator CC	10 years
Adobe Indesign CC	8 years
Docker	1 years
Tailwind CSS	2 years
Sublime	5 years
Figma	3 year
Adobe After Effects CC	2 years
Chat Gpt	1 year

Skills: Brand Marketing, Media Planning, UI Design & Product Design, Figma, Trello Project Management, JSON, HTML, XML, Tailwind CSS, Next JS, React, Ubuntu WSL, PHP and MySQL, Codeigniter, Laravel, Wordpress, Docker, Google Analytics & Google Adwords, Google / Bing Webmaster

Networking Skills - SSL certificate setup, Payment Gateway, cPanel, Hostgator, Namecheap, Xampp, Nginx & MySQL, Composer, Terminal, Github, VScode, Linux (Centos & Ubuntu).
Mail Server using Mailgun and Sendgrid.

Excellent English Content Writing Skills and Proof Reading.

Personal Details

Nationality:	Goa, India
Languages:	English
Gender:	Male
Marital Status:	Single
Residence Visa:	UAE, Dubai
Residence:	Jumeirah Village Circle, Dubai
Visa Status:	Work Visa
Driving License:	Valid UAE Driving License (Dubai)