

# 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