

Daisy Z. Fernandez-Reyes

Orange, CA 🌸 714-597-9404 🌸 daisy.fernandez.zr@gmail.com 🌸 [GitHub](#) 🌸 [portfolio](#) 🌸 [linkedin](#)

summary

Product designer with a multidisciplinary background spanning software engineering, UX research, and visual design. I build accessible, research-backed digital products — from native iOS apps to brand systems — with a focus on inclusive design and measurable user impact.

professional experience

Uldeas Lab — Franceli Cibrian, Ph.D. , [Spark! Emotion Garden](#) & [Lab Rebrand](#)

May 2024 – May 2025

UX Researcher, Interaction Designer & iOS Developer

- Led end-to-end interaction design for a cross-platform iOS + Apple Watch ecosystem for neurodivergent children, translating cognitive load research into a multi-device reward loop (emotion check-in → task completion → garden growth).
- Translated a specific research finding (goal-setting drives engagement more than mood-tracking) into a core interaction principle for a 4-week iOS + Apple Watch concept sprint, then critically evaluated where that same principle introduced risk — informing next-iteration priorities.
- Led the rebranding of Uldeas Lab, creating a full visual identity (logo, typography, color palette, component library) approved for rollout across publications, media, and the lab website.

Uldeas Lab: Franceli Cibrian PH.D. – Harmonic Threads

March 2023 – March 2024

UX Researcher & Prototype Designer

- Co-authored research published at ACM UBICOMP 2023, prototyping a smart-fabric Natural User Interface (NUI) from field research with neurodiverse learners — bridging tactile hardware and interaction design.
- Co-led an accessibility-focused design project exploring tactile and AR tools for neurodiverse learners, synthesizing field research into actionable design recommendations.

Freelance Design

June 2021 – Present

Visual, UX/UI, Graphic Designer & Illustrator

- Delivered branding and design systems for clients and research organizations including full visual identity systems (logo, typography, color palette) and site rebrands.

technical skills

- Design Tools: Figma (user flows, hi-fi mockups, interactive prototypes), Adobe Creative Cloud, Jitter, Framer
- Dev Tools: Xcode, SwiftUI, PencilKit, Vision, WebSockets, Next.js, Supabase, Firebase, Vercel, GitHub, Jira
- Languages: Swift, JavaScript, Python, Java, HTML/CSS, SQL, C++, C, Bash/Zsh
- AI Tooling: Claude.ai, Google Cloud Vision API, AI-augmented design-to-code workflows

education

Chapman University

Graduated May 2025

Bachelors of Science in Software Engineering, Minor in Peace and Justice Studies

- Coursework : Human Computer Interaction, Human Factors, iOS App Development, Web Development, Software Design, OOP, Ethics in CS, Research Methods
- Awards: Eugenia Love Scholar, Last Mile Education Fund Recipient 2025, Outstanding Senior in Leadership 2025, Codédex Design Challenge Winner 2024, Wilkinson College Design Contest Winner 2024
- Certificates: Google UX Design Professional Certificate (September 2025), Figma Summer Camp with Miggi (September 2026)

projects

[Puterbook](#) – Handwritten Python Notebook App | Swift, SwiftUI, PencilKit, Vision, WebSockets

- Designed and developed an iPad app bridging handwritten note-taking with executable Python — featuring a layered ink system, real-time handwriting recognition via Apple Vision, and inline code execution over WebSocket.

[LAMP v.2](#) – Social Music Platform | Next.js, Vercel, Figma

- Designing and building an ongoing social music platform with identity-driven discovery systems, serving as frontend developer and interaction designer in a two-person team.

Pokélens – Full-Stack Pokémon Web App | Next.js, Supabase, Google Cloud Vision API

- Designed and built a full-stack web app with auth, search, type filtering, and a camera scanner that identifies Pokémon via GCV API and auto-saves to a personal Pokédex. Deployed on Vercel.

MyLobGotchi | AI Exploration , JavaScript, Firebase, Aseprite, Figma (2026)

- Designed and developed an AI-augmented tamagotchi macOS widget, shipping end-to-end from pixel sprite animation in Aseprite to a real-time interactive product using Claude.ai in the design-to-code pipeline.

leadership & professional affiliations

Society of Women Engineers — Co-Founder, VP & Graphic Designer (2021–2024)

Computer Science Club — Founding Member & Graphic Designer (2022–2023)

Affiliations: ColorStack, ReWriting the Code, Codepath, Girls Who Code, Chapman Latinx Club, First Gen Promising Futures, Creative Lives in Progress, Design Buddies, Friends of Figma