

Calbert Fernandes

Product / UX Designer
San Francisco, CA

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Education

California College of the Arts
Master of Design in Human Computer Interaction

San Francisco, CA
Aug 2023 – Present (Aug 2024)

University of Mumbai
Bachelor of Architecture

Mumbai, India
Aug 2016 – April 2022

Work Experience

Alameda County Community Food Bank
Social Impact Partner

Oakland, CA
Jan 2024 – Present

- Spearheading the shift to a food justice model, mapping the ecosystem in Alameda County to promote equitable food access as a fundamental right.
- Creating and deploying an educational toolkit on food charity and justice to enhance community empathy and drive action towards a hunger-free community.
- Engaging diverse stakeholders through empathy-building strategies to reinforce the organization's commitment to transforming the food system.

CCA Center for Art and Public Life
Graphic Designer

San Francisco, CA
Feb 2024 – Present

- Collaborating with a team to enhance the "Love Lives in SF" project, employing graphic and interaction design skills to craft a multimedia art campaign that boosts community safety and love.
- Ideating for city-wide initiatives, leveraging systems thinking to develop accessible art installations that promote unity and resilience in post-COVID San Francisco.
- Leading event strategies at CCA, blending art with activism to spark city-wide dialogue.

California College of the Arts
Community Ambassador

San Francisco, CA
Nov 2023 – Present

- Promoting intercultural engagement at CCA by organizing campus-wide events that highlight the institution's dedication to diversity and inclusion.
- Design of eye-catching event posters and social media content for OSBI, enhancing event visibility and participant engagement.
- Teaming up with colleagues to meticulously coordinate and execute large-scale campus events, from initial planning stages to successful implementation.

Actuate Microlearning
Executive Graphic Designer

Mumbai, India
Jan 2023 – Jul 2023

- Developed e-learning graphics and storyboards leading to a 30% increase in user engagement, as measured through A/B testing to compare user interactions before and after implementing the new designs.
- Designed creative mailers, boosting training program participation by 25% as determined through a 2-week trial comparing attendance rates before and after the mailer distribution.

Volunteering

U&I
Volunteer Teacher

Mumbai, India
Aug 2019 – Apr 2020

- Taught English to underprivileged children, contributing to their language development and confidence.
- Assessed students' progress and provided feedback on their performance, including helping them set goals and develop strategies for improvement.

Skills & Interests

- **Technical:** Adobe XD, After Effects, Figma, Illustrator, Photoshop
- **Interests:** Passionate about merging technologies, the intersection of contemporary art and design