JOSEPH FERNANDEZ

Supply Chain Operations | Inventory & Order Visibility | Product & UX

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PROFESSIONAL SUMMARY

Supply chain operator moving into product: 15 years in freight, load planning, and inbound order flow at a national foodservice distributor and a high-volume 3PL, plus 4+ years of UX research and product design. I run discovery with planners, turn messy operational workflows into clear requirements engineering can build against, and help teams adopt new tools. Daily user of FourKites, Manhattan, GoodShip, and ArrowStream, so I know firsthand what planners need to move from firefighting to proactive decisions.

CORE COMPETENCIES

- Customer Discovery & Synthesis
- Inventory & Order Fulfillment Workflows
- KPI Definition & Reporting (OTD, Fill)
- Requirements & Feature Specs
- Shipment Visibility & Tracking
- Pilot Rollout & User Adoption
- Backlog Prioritization
- Data Quality & Integration Triage
- Cross-Functional / Engineering Partnership

PROFESSIONAL EXPERIENCE

US Foods — Rosemont, IL **Feb 2018 – Present**

Load Planner & UX Collaborator, Central Planning Team — Upper Midwest Markets (MN & WI)

- Plan inbound orders and transportation for Minnesota and Wisconsin distribution centers, using FourKites, Manhattan, ArrowStream, and GoodShip to match supplier orders, carrier capacity, and DC need dates.
- Acted as a planner voice in the GoodShip rollout: tested workflows, logged usability and data issues, fed adoption gaps back to the project team, and coached teammates through the transition.
- Drove a 25% improvement in on-time delivery and measurable fuel cost reduction through lane analysis and corrective action with Logistics, Engineering, and Operations leadership.
- Designed and produce weekly leadership reporting (OTD, unvouchered PO variances, unplanned orders, vendor chargebacks, carrier performance) with watchlists and suggested actions used to set KPIs across the Central Region.
- Spot and escalate cross-system data problems (zero-cost loads, missing equipment, Manhattan issues) before they affect delivery accuracy or freight cost.
- Authored a Load Planning SOP adopted by the team, cutting new-planner onboarding time by 40%; submitted 14 optimization proposals and ranked 5th of 27 planners (May Rising Star).

Echo Global Logistics — Chicago, IL **Mar 2013 – Feb 2018**

Senior Carrier Operations Specialist

- Managed carrier operations for TL, LTL, and multimodal freight at a high-volume 3PL; negotiated rates and designed shipping solutions that cut annual shipping costs by 10% for key accounts.
- Onboarded and monitored carriers in the TMS; used tracking events and performance data to catch late shipments, escalate failures, and reassign capacity.
- Resolved 95% of carrier, driver, and customer disputes within 24 hours, ahead of the 48-hour industry standard.

Raising the Floor — Remote **Sep 2024 – Apr 2026**

UX/UI & Interaction Designer, Learn & Try Accessibility Tool

- Led product design for an open-source accessibility platform: ran stakeholder and user discovery, prioritized features with developers, ran usability testing, and shipped iterative releases.
- Synthesized research into problem statements, flows, prototypes, and documented specs that engineering could build against, keeping scope tied to user and business goals.

EDUCATION & TECHNICAL SKILLS

BFA, Media Arts & Animation — The Illinois Institute of Art, Chicago | Google UX Design Certificate

Systems: FourKites | Manhattan | ArrowStream | GoodShip | TMS platforms | Excel (advanced) | Tableau | Figma