Carlos Hernandez
Sr. Product Designer

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Socials

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Skills

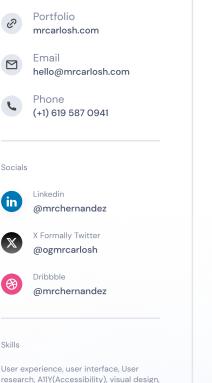User experience, user interface, User research, A11Y(Accessibility), visual design, information architecture(IA), design systems, data-driven design, design thinking, usability testing, interaction design, brand design, wireframe, prototyping, mockups, user flows, UX strategy, creative direction, AI prompt engineer, product management, teaching and mentoring.

Tools

Figma, Sketch, Zeplin, Avocode, InVision, Principle, Marvel, Adobe CC, MidJourney, ChatGPT, Slack, Notion, JIRA, Asana, Pencil & Paper

About Me

As a Senior Product Designer with over fifteen years of experience, I specialize in creating user-centric products with standout usability and visual design. Passionate about collaboration and innovation, I excel in the UX and UI design of native apps, websites, and IoT devices, now enhanced by integrating AI into my design workflow.

Experience

Senior Product Designer | TeachForward

February 2020 - January 2024, Remote

During my nearly 4-year tenure at TeachForward as a Senior Product Designer, I spearheaded the creation of enterprise-grade mobile and web SaaS experiences and solutions. Key highlights include:

- Elevating user retention by 23% through a comprehensive redesign of the app experience.
- Expertly navigating business strategy, user research, wireframing, and prototyping to meet user needs and business goals.
- Leading the development of new design systems for two major product lines, enhancing brand consistency and design efficiency.
- Championing the adoption of an agile project workflow, significantly streamlining project timelines and enhancing team productivity.

UX/UI Designer | Scripps Research Institute

December 2018 - June 2019, San Diego Ca.

In my role focused on visual and product design for mobile platforms and Progressive Web Apps (PWAs), I achieved significant milestones:

- Halved the core app's sign-up completion time from 5 minutes to 2.5 minutes, streamlining user onboarding.
- Enhanced and broadened the feature set of core products, elevating user experience and satisfaction.
- Spearheaded the implementation of a comprehensive design system, fostering consistency and efficiency across projects.
- Facilitated collaboration among developers, product managers, and external agencies to ensure cohesive and effective product development.

Product Designer | Victory Team Apparel

September 2014 - April 2018, San Diego Ca.

As the Lead Experience Designer working with both Product and Marketing teams, I spearheaded impactful initiatives:

- Achieved a 37% increase in user engagement through a strategic redesign of the web experience.
- Implemented data-driven improvements that significantly contributed to the company's acquisition.
- Played a key role in the professional growth and development of team members, fostering a culture of excellence and collaboration.
- Managed and analyzed analytics data across all digital touchpoints, deriving insights that guided strategic decisions.

User Experience Specialist | Sony

October 2010 - May 2014, San Diego Ca.

In my role assisting with user experiences and solutions for web and mobile, I made significant contributions:

- Reimagined the Configure-To-Order (CTO) checkout experience, enhancing user satisfaction and efficiency.
- Led two major website redesigns, doubling visitor growth and significantly boosting online presence.
- Managed offshore teams, optimizing workflows and substantially increasing production outputs.
- Mentored the creative team in adopting the company's best practices for UX, elevating design quality and consistency.