Carlos Hernandez
Sr. Product Designer

Portfolio
mrcarlosh.com

Email
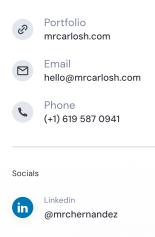hello@mrcarlosh.com

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Socials

Linkedin
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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, HTML, CSS3, project management, teaching and mentoring

Tools

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

About Me

With over 15 years of experience, I am a Senior Product Designer dedicated to creating user-centric, aesthetically pleasing products. Specializing in UX/UI design for apps, websites, and IoT devices, I have recently enriched my approach by integrating AI to enhance project functionality and impact.

Experience

Senior Product Designer | TeachForward

February 2020 – January 2024, Remote

During my nearly 4-year tenure at TeachForward, I led the design of enterprise-grade mobile and web SaaS platforms, significantly enhancing user and business outcomes. Key accomplishments include:

- **User Experience Redesign:** Boosted user retention by 30% through a strategic app redesign.
- **Design Leadership:** Developed new design systems for three major product lines, improving brand consistency and efficiency.
- **Strategic Execution:** Integrated user research and business strategy in design processes to align with organizational goals.
- **Agile Implementation:** Championed agile workflows, significantly enhancing productivity and reducing project timelines.

UX/UI Designer | Scripps Research Institute

December 2018 – June 2019, San Diego Ca.

At Scripps Research Institute, my role in UX/UI design for mobile platforms and Progressive Web Apps (PWAs) led to significant achievements:

- **Streamlined Onboarding:** Successfully halved the sign-up time for the core app from 5 minutes to 2.5 minutes, streamlining the onboarding process and enhancing user accessibility.
- **Enhanced User Experience:** Broadened and enhanced core product features, significantly elevating user experience and satisfaction.
- **Implemented Design System:** Led the creation of a comprehensive design system in Figma, fostering consistency and efficiency across various projects.
- **Facilitated Collaboration:** Enhanced collaboration among developers, product managers, and external agencies, using Figma as a central tool to improve design and communication.

Product Designer | Victory Team Apparel

September 2014 – April 2018, San Diego Ca.

At Victory Team Apparel, my role as the Lead Experience Designer involved key collaborations with Product and Marketing teams, leading to notable achievements:

- **Enhanced Web Experience:** Directed a strategic redesign of the website, resulting in a 37% increase in user engagement.
- **Data-Driven Improvements:** Implemented analytics-driven enhancements that significantly boosted company acquisition rates.
- **Team Development:** Played a pivotal role in the professional growth of team members, promoting a culture of excellence and collaboration.
- **Analytics Management:** Oversaw and analyzed data across all digital touchpoints, using insights to inform strategic decisions.

User Experience Specialist | Sony

October 2010 – May 2014, San Diego Ca.

At Sony, as a User Experience Specialist, I contributed significantly to enhancing web and mobile user experiences:

- **CTO Checkout Redesign:** Reimagined the Configure-To-Order checkout process using CSS, improving the user interface design, enhancing user satisfaction, and increasing site efficiency.
- **Website Redesigns:** Led two major website overhauls that doubled visitor growth and significantly expanded our online presence.
- **Team Management:** Managed offshore teams, optimizing workflows and substantially boosting production outputs.
- **Asset Management:** Utilized SAP to efficiently gather assets and manage uploads of new, approved designs, aiding in project management and deployment processes.