

Carlos Hernandez

Sr. Product Designer



Portfolio
mrcarlosh.com



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Skills

- Product Design
- User Experience Design
- User Interface Design
- User Research
- A11Y(Accessibility)
- Visual Design
- Information Architecture(IA)
- Design Systems
- Data-driven Design
- Design Thinking
- E-commerce
- Usability Testing
- Interaction Design
- Brand Design
- Wireframe
- Prototyping
- Mockups
- User Flows
- UX Strategy
- Creative Direction
- AI Prompt Engineer
- HTML & CSS
- Project Management
- Teaching & Mentoring

Tools

- Figma
- Figjam
- Sketch
- Zeplin
- Avocode
- InVision
- Principle
- Marvel
- Adobe CC
- MidJourney
- ChatGPT
- Miro
- Slack
- Notion
- JIRA
- Trello
- 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

Founder & Consultant | Cntrl Digital

June 2009 – Present, Remote

As the founder of Cntrl Digital, I have led end-to-end product development and digital marketing initiatives, delivering impactful design solutions for a range of clients:

- **User Experience Strategy:** Conducted research-driven UX strategies to enhance product usability and customer satisfaction.
- **Product Design Leadership:** Designed and developed innovative digital solutions, aligning business goals with user needs.
- **Client Collaboration:** Managed client relationships, proposals, and project timelines, ensuring seamless communication and successful outcomes.

Senior Product Designer | TeachForward

February 2020 – January 2024, Remote

During my nearly 4-year tenure at TeachForward, I led the design of mobile and web SaaS platforms, enhancing both user engagement and business outcomes in the B2C sector:

- **UX Redesign:** Increased user retention by 30% through a strategic app overhaul.
- **Design Systems:** Built and standardized systems across three product lines for consistency and efficiency.
- **Agile Execution:** Integrated consumer insights, business strategy, and agile workflows to accelerate development.

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:

- **Optimized Onboarding:** Cut sign-up time in half, improving accessibility and user flow.
- **Design System Leadership:** Built a Figma-based system for consistency and efficiency.
- **Cross-Team Collaboration:** Streamlined workflows between designers, developers, and stakeholders.

Product Designer | Victory Team Apparel

September 2014 – April 2018, San Diego Ca.

At Victory Team Apparel, as a Product Designer, I collaborated closely with Product and Marketing teams to enhance our eCommerce experience:

- **Website Redesign:** Led a revamp that increased user engagement by 37%.
- **Data-Driven Growth:** Used analytics to boost acquisition rates and refine strategy.
- **Team Leadership:** Fostered a culture of collaboration and professional growth.

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 eCommerce user experiences:

- **CTO Checkout Redesign:** Revamped the Configure-To-Order checkout with CSS, enhancing UI, user satisfaction, and site efficiency.
- **Website & Team Management:** Led two major website overhauls, doubling visitor growth while managing offshore teams to optimize workflows and boost production.
- **Asset Management:** Leveraged SAP for efficient asset gathering and design deployment, streamlining project management processes.