

Carlos Hernandez

Senior Product Designer • UX/UI • Design Systems • AI-Augmented Design

hello@mrcarlash.com

(+1) 619 587 0941

mrcarlash.com

Southern California • Open to Remote

PROFILE

Senior Product Designer with 15+ years building SaaS platforms, healthcare tools, IoT/fleet dashboards, and mobile apps. Known for simplifying complex workflows, scalable design systems, and AI-augmented delivery from discovery to dev handoff.

CORE SKILLS

- Product Design
- UX / Product Strategy
- User Research
- Design Systems
- Interaction Design
- Information Architecture
- Visual / UI Design
- Accessibility / WCAG
- Responsive Design
- Wireframing & Prototyping
- Developer Handoff
- AI Workflow Automation
- Data Dashboard Design
- Mobile UX (iOS / Android)

TOOLS

- Figma
- Adobe CC
- Miro
- ChatGPT
- Claude AI
- Midjourney
- Make
- Notion
- Jira
- Trello
- Slack
- WordPress
- HTML / CSS
- Google Analytics

INDUSTRIES

- SaaS / B2B
- Healthcare / Research
- EdTech
- IoT / Fleet Tech
- Property Tech
- Consumer Electronics
- E-Commerce
- AI / Consulting

EXPERIENCE

Senior Product Designer

Eco Battery

2025 – Jan 2026

Remote / Contract

- **Led end-to-end product design** for fleet GPS tracking and battery management across web and mobile – dashboards, geofencing flows, device states, billing screens, and mobile navigation patterns.
- Consolidated BMS and MCU workflows into a clearer experience for operators, admins, and field teams.
- Delivered PRDs, wireframes, responsive states, high-fidelity Figma designs, and dev-ready handoff assets.

Founder & Principal Designer

Cntrl Digital

Jun 2009 – Present

Remote

- **15+ years running independent design engagements** spanning UX strategy, product redesigns, brand systems, and AI-assisted workflow solutions for startups, agencies, and growing teams.
- Delivered landing pages, WordPress builds, and end-to-end digital experiences from discovery through production-ready handoff.
- Translate complex business goals into clear, usable, conversion-focused digital products.

Senior Product Designer

TeachForward

Feb 2020 – Jan 2024

Remote

- Led design across mobile and web SaaS platforms for educators, coaches, and administrators.
- Consolidated three separate education products into one scalable platform with clearer role-based workflows.
- **+30% user retention** through a strategic redesign; built standardized design systems across all three product lines improving consistency and design-to-development efficiency.

UX/UI Designer

Scripps Research Institute

Dec 2018 – Jun 2019

San Diego, CA

- Designed mobile and PWA experiences for research enrollment and bilingual onboarding (NIH All of Us program).
- **50% reduction in sign-up time** through streamlined onboarding, accessibility improvements, and clearer consent flows – measurably boosted Latino participant enrollment.
- Built a Figma-based design system to improve cross-team consistency and collaboration.

Product Designer

Victory Team Apparel

Sep 2014 – Apr 2018

San Diego, CA

- Partnered with product and marketing teams to improve eCommerce flows, visual merchandising, and customer engagement.
- **+37% user engagement** from a full website redesign driven by analytics and customer insights.
- **Introduced data-driven design practices** to the team, using funnel analytics and A/B testing to refine acquisition flows and improve shopping conversion rates.

User Experience Specialist

Sony Electronics

Oct 2010 – May 2014

San Diego, CA

- Designed and improved eCommerce UX across VAIO, PlayStation, and Digital Imaging product lines for Sony's North American platform.
- **Redesigned the Configure-to-Order checkout UI**, delivering a measurably improved purchase flow across Sony's highest-volume product lines.
- Managed offshore production and SAP asset workflows to improve delivery speed and output quality.