Carlos Hernandez

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

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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 | Claude Code | Midjourney | Make | Notion | Jira | Trello | Slack | WordPress | Elementor Pro | ACF Pro | HTML / CSS | Google Analytics

INDUSTRIES

- SaaS / B2B
- Healthcare / Research
- EdTech
- IoT / Fleet Tech
- Real Estate / Mixed-Use
- Consumer Electronics
- E-Commerce
- AI / Consulting

EXPERIENCE

Senior UX/UI Designer
Jul 2026 – Dec 2026
Hollywood Park
Inglewood, CA / Remote · Contract

- **Led the website redesign** for Hollywood Park, the mixed-use district home to SoFi Stadium. Homepage direction approved by the Creative Director as the brand standard.
- Designed the Explore, Shop Directory, and Tenant Profile flows for desktop and mobile in Figma, with content specs for the marketing team.
- **Moved a custom-coded WordPress multisite to Elementor Pro + ACF** so marketing can build and publish pages without a developer; scripted bulk import of tenant data with wp-cli.

Senior Product Designer
2025 – Jan 2026
Eco Battery
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.

Founder & Principal Designer
Jun 2009 – Present
Cntrl Digital
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.

Senior Product Designer
Feb 2020 – Jan 2024
TeachForward
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
Dec 2018 – Jun 2019
Scripps Research Institute
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.

Product Designer
Sep 2014 – Apr 2018
Victory Team Apparel
San Diego, CA

- **+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
Oct 2010 – May 2014
Sony Electronics
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.