



Eduardo Hernandez

User Experience Designer

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www.eduardo.design

SKILLS

IN MY HEAD

Human Centered Design • User Experience Design • User Research • Rapid Prototyping • Jobs to be Done • Systems Thinking • Cognitive Psychology • Wireframing • Agile Methodology • Communication • Collaboration • Creative Problem Solving

ON MY COMPUTER

Sketch • Adobe XD • Axure • ProtoPie • HTML • CSS • JQuery • Illustrator • Photoshop • Jira

FOR FUN

Outdoorsing • Soccer • Craft Brew • Jiu Jitsu

WORK EXPERIENCE

2017 - 2019

COMPLIANCE METRIX • USER EXPERIENCE DESIGNER

- Led the introduction of user-centered design practices and a large company initiative for an end-to-end product redesign.
- Collaborated with stakeholders in identifying product opportunities, feature requirements, and promoting user-centered approaches.
- Delivered and validated impactful solutions for most critical and complex applications as well as led design for new products in new markets.
- These efforts succeeded in renewing contracts, selling our redesigned solution to a record number of clients in a calendar year, and inspired interest from large brand such as Amazon and Starbucks.

2015 - 2016

TANGENT AGENCY • BRAND AND EXPERIENCE DESIGNER

- As a freelancer I led human-centered approaches to discover latent user needs, reframe the problem and deliver experiences that impacted business.
- Delivered a cohesive user experience that included a custom built website and an extensive brand standards book.
- These efforts resulted in 85% increase over 6 months in website traffic, higher rating on Yelp and a successful launch of a new barber shop location.

2013 - 2015

SUNER-GARCIA AGENCY • USER INTERFACE DESIGNER

- Researched, designed and developed user centered websites and mobile applications using HTML, CSS and Javascript. Led interface design for an in-house CMS system as part of our web solutions.

INDUSTRY EXPERIENCE

2016 - 2019

DESIGN FORWARD ALLIANCE • DESIGN ADVOCATE & COMMUNITY ORGANIZER

Led efforts to make the Design Forward Alliance the unified design organization in San Diego. Additionally, co-organized community event and design summits.

2015-2016

OPEN IDEO • HCD DESIGNER

Collaborated with design leaders in San Diego to solve eccentric societal problems. Learned and practiced methodologies from IDEO's Human Centered Design process.

EDUCATION

2012-2017

SAN DIEGO STATE UNIVERSITY • BFA IN MULTIMEDIA DESIGN

Relevant coursework: Graphic Design I -III; Typography I-III; Sequential Media, Principles of Design I-II; Cognitive Psychology; Learning Psychology.

IDEO : FOUNDATIONS IN DESIGN THINKING • IDEOU.COM