

Luis Hernández

@designerdluis | HTTPster, Pixel Pusher & Web Extraordinaire

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BIO

Experienced web developer, interaction designer and webmaster certified professional with over eight years' expertise developing and improving product features for mobile and desktop usage. Develops archetypes to communicate design concepts to stakeholders. Defines user interface requirements, and partners with visual designers and front-end developers to ensure consistent communication and visual design consistent with user interface requirements and usability best practices. Defines product releases, and oversees user acceptance testing. Documents and analyzes user-behavior metrics and defines new metrics. Plans and spearheads usability tests, A/B tests and site surveys. Analyzes test results, and recommends suitable product/interface changes. Offers creative design solutions while addressing site problems. Possesses strong interpersonal, verbal and written communication skills. Collaborative team player and reliable individual contributor. Fluent in English, Spanish, and **Geek**.

SKILLS

- Web Design & Web Application Design
- User Experience Design & Online Data
- Interaction Design & Visual Design
- Web Product Management
- Mobile Development & A/B Testing
- Search Engine Optimization (SEO) & Google Analytics
- Content Management System (CMS)
- Development Techniques & Design Trends
- Social Media & Email Marketing
- User Interface (UI) & User Experience (UX)
- User-Centered Design Methods
- Current Web Technologies
- Usability & User Interface Best Practices
- Design & Prototyping & Adaptive Interfaces
- User Interface Wireframing
- Interface Design & Usability
- Pattern Systems Creation
- Front-End Technologies
- Grids, Typography & Color Harmony
- E-Commerce, Mobile Marketing & E-Mail Marketing

EXPERIENCE

User Experience Architect – zZounds | zzounds.com

2018 March – Present

- Simplify complex content, processes and ideas into functional, usable interfaces
- Define and document the information architecture and interaction flows through wireframes and prototypes in tools such as Axure, and Sketch
- Conduct and/or participate in product usability tests with users.
- Communicate and work effectively with cross-functional team members including but not limited to designers, developers, writers, scrum master, and business analysts.
- Contribute to planning and daily stand ups with dev team in an agile workflow.
- Proactively recognize UX/UI gaps in design and propose solutions.

Sr. Digital Graphic Designer – Design Toscano | designtoscano.com

2018 February – 2018 March

- Collaborate with the VP of Ecommerce to create the website look on the homepage and throughout the site at the vertical, category, and subcategory level. The VP of Ecommerce appreciates a true thought leader and this person will have the ear of VP on a daily basis in order to properly express the digital storytelling of the brand.
- Support, and partner with, the Digital Marketing Coordinator and Circulation Data Manager on weekly email campaigns

- Ability to execute ideas from concept to final creative as well as meet critical deadlines. Teamwork is a must have.
- Impeccable attention to detail is a must have.
- Ensure that all creative output is brand-appropriate.
- Willingness to think outside the box, make recommendations, and challenge the status quo of how the creative could change to represent the brand better.
- Create compelling website and email designs through excellent use of typography, color and photography.
- Maintain positive work environment with high creative standards, meeting all deadlines and budgets detailed in yearly businessplan.

U/UX Designer – Zoro Tools US | zoro.com

2016 March – 2018 February

- Create a unique look and feel for the website that supports our brand voice, and creates ground-breaking online retail experience
- Design all manner of landing pages, merchandising templates, and other content that will add value to the customer experience
- Assist in maintaining the current style guide and identify new or updated elements that will be included in future guides
- Create strategy and recommendations for additions and enhancements to the website and its infrastructure while balancing business initiatives and technological capabilities
- Determine the factors which influence customer goals, experiences, and needs
- Manage and execute testing on new features and experiences on the site
- Use web analytics and feedback data to inform infrastructure changes and design
- Collaborate on initiatives to create interaction models and prototypes to capture desired user experience
- Create presentations, user flows, wireframes, competitive analysis and other necessary documentation to communicate the recommended user experience to internal stakeholders, as well as the outcomes of changes and tests
- Work closely with all teams at Zoro to implement new and improved features based on that feedback and company initiatives

Contract Sr. Web Designer – RR Donnelley / TekSystems | rrd.com

2015 August – 2016 March

- Creating visually appealing graphics
- Collaborate in email campaigns, banner ads and online promotional ads
- Edit web content, developed new website and updated web content using CMS and HTML

Freelance Digital Art Director – Blue Chip Marketing | bluechipww.com

2015 March – 2015 August

- Conceptualized visually dynamic and concise design ideas for a host of digital products
- Developed designs that adhere to brand guidelines and translate into integrated solutions for web, mobile and digital
- Employed digital design best practices and optimization techniques

Freelance User Experience Designer – Aisle Rocket Studios | aislerocket.com

2015 January – 2015 March

- Conceptualized visually dynamic and concise design ideas for a host of digital products
- Developed designs that adhere to brand guidelines and translate into integrated solutions for web, mobile and digital
- Employed digital design best practices and optimization techniques

UI/UX Designer – ETA hand2mind | hand2mind.com

2013 May – 2014 November

- Charged with creating innovative and visually appealing graphics and landing pages
- Produces cutting-edge email marketing campaigns, banner ads and online promotional ads

- Designs screen flows and wireframes, accurately communicating specifications and requirements for developers to implement in UI to achieve appropriate UX
- Develops website and social media campaigns ensuring consistent corporate branding
- Implements creative designs to transport analog products into digital platforms and mobile apps
- Served as only web designer on team to lead company's site redesign; delivered on time, performed above double the rate prior to redesign and projected to earn beyond estimated sales quotas

Contract Interactive Designer – Daigger / Geneva Technical Services | daigger.com

2013 September – 2014 April

- Conducted graphic design, web development, and created creative revenue-generating landing pages
- Designed and executed email marketing campaigns, social media sites, banner ads and numerous banners, and various web-related projects and mobile apps

Contract Front-End Developer/Web Designer – The Pampered Chef / The Creative Group | pamperedchef.com

2013 January – 2013 August

- Designed web pages, landing pages, e-mail campaigns, social media sites, and various other projects

Contract QA Software Testing Engineer – Playboy Enterprises, Inc. / TekSystems | playboy.com

2012 July – 2012 December

- Performed front-end and usability testing; executed web and mobile applications utilizing various methods, and ensured quality and consistency across multiple browsers and platforms
- Gathered and documented requirements and sources, conducted code reviews and tested software

Web Designer/HTML Editor – Association Management Center | connect2amc.com

2008 June – 2012 May

- Edited web content, developed new website and updated web content using CMS and HTML
- Produced web features, performed search engine optimization, effectively managed social media and photographs, flash, slide shows, embeddable video clips, and other materials
- Communicated project status to team members, customers, and other stakeholders
- Delivered project oversight, built and sustained strong client relationships; within deadline and budget
- Defined content tasks for CMS product releases and developed content for usability, training, and testing

Editor/ Lead Designer / Director – 523design | 523design.com

2005 July – 2010 December

- Provides state of the art web solutions from concept to implementation to various clients; responsible for programming, project planning, management, infrastructure, and support
- Designs, develops, and executes successful projects; conducts testing to ensure optimal operation
- Serves as technical website architect on web projects ensuring high caliber user experience
- Enhances web design and development solutions offering techniques and methodologies; delivers technical oversight and quality assurance
- Directs technical sales and marketing initiatives
- Manages website data backup and recovery; builds, and implements system and application upgrades
- Facilitates seminars on web content management systems, and authors training content

EDUCATION

- Associate of Arts, Web Design
- Webmaster Certified
- A+ Computer Diagnostic Specialist
- Network+ Network Specialist