Flor Hernández Jiménez

UX Designer Pleno
Playa del Carmen, México

Extract

I´m a UX-UI designer and researcher, with six years of experience. Mobile and web app and software. I enjoy discovering how to solve user's needs. My process and organization included Double Diamond methodology, Kanban dashboard, and Design Sprints. User-centered Design and Design Thinking.
My understanding of user: Persona, storytelling, A/B test. Google Analitycs, Hotjar.
My design process: wireframes and layouts, prototypes in low and high-definition design systems, libraries, and components.
My tools: Figma, Adobe XD, Photoshop, Illustrator, Jira, Slack, Miro, Trello.

Contact

9841847095 (Celular)
aquarium13@gmail.com (Email)

Porafolio and CV

www.linkedin.com/in/
florhernandez13 (LinkedIn)
www.behance.net/FHJMX
(Personal)
https://www.florhj.com/
(Portfolio)

Habilities

User Experience Research
Psicology of Interaction Design
User Centered Design
Design Sprint

Lenguages

Español (Native)

English (Full Professional)

Portugués(Fluentl)

Certifications

TOEFL ITP
CELPE-BRAS. Portugués.

Certificate of Membership
Psychology of Interaction Design:
The Ultimate Guide.

UX Research: avaliação heurística.

Work Experience

Editora Globo

UX Designer Pleno
Septiember 2021 - Current job (2 años 5 meses)
Brasil, Rio de Janeiro

UX Designer in charge of UX-UI Globo digital products demands for desktop and mobile such as TechTudo, O Globo, Casa e Jardim, Casa Vogue, Vida de Bicho, CBN app. She has worked with user behavior research, persona, metrics evaluation (Google Analytics and hotjar) Heuristics and functionality tests, usability, and user flow. Wireframes, layouts, high fidelity prototypes, Design System, documentation, and Jira stories.
Software: Adobe XD, Photoshop, Illustrator, InDesign, Figma, Zeplin, Jira, Confluence, Slack, Miro.

Ebix Latin America

Designer UX-UI (8 meses)
December 2020 - september 2021
Río de Janeiro, Brasil

Responsible for UX-UI mobile and desktop application demands that included user flow, wireframes and layout design, legacy system adaptation, architecture information, navigation prototype, design of new features, improving of workflows and and usability testing.
Agile methodologies.
Main stakeholders: Bradesco and Ebix Latinoamericana. Evaluation of UX and digital products for digital area reports. Software: Adobe XD, Figma, Zeplin, Jira, Trello.

Gavia Design Studio (9 años)

Freelance Senior Designer
January 2012 - december 2020
Branding, Project Development, UX-UI consulting, Web Page, Mobile app.
Illustration.
FB: @gaviadesignstudio

Intero LLC (1 año 9 meses)

Lead UI/UX Designer and Researcher
February 2018 - october de 2019
México-Brasil-EEUU

Desarrollo y aplicación de test de usabilidad y heurística, perfil de persona, perfil de stakeholders, investigación cuantitativa y cualitativa.
Evaluación de target market y lanzamiento de producto.
Estrategia de negocio y marketing.

Design Thinking. User Centred Design. Design Sprint.
Human Computer Interaction (Evaluación y reporte de desempeño cognitivo de interacción durante inmersión para VR), arquitetura de la información, evaluación de flujos de interacción,wireframes, layouts y prototipos en alta.

HEBA Ideas S.A. de C.V.

UX Consultant
April 2017 - january 2018 (10 months)
México

UX, UI Design Consultant.

User Interaction and Experience Consultant. User and stakeholders research. Improvement of stakeholders' communication and interaction based on goals. Information architecture improvements. Usability test Analysis. Layouts and wireframes for UI changes and adaptations according to brand requirements. UX, UI. Graphic design, layout, wireframes. . Information architecture design, persona and stakeholders development, usability, heuristics, and emotional design analysis. Remote work experience. Interdisciplinary work team.

Analysis of web page interactions and interfaces.
Identified and developed new profiles of Persons and Stakeholders for the improvement of interactions and information architecture.

Identified and developed new concepts of company-client communication, based on the competencies of technological innovation, company values, sales, product, and new services information improvements.

TeleTech, Logitech.

Trilingual Customer Care
November 2016 - february 2017   (4 months)
Mexico City.

Customer Care, Technical support, Teletech/Logitech Mexico-Brasil.

Salesforce, troubleshooting, warranty terms contract, translation.

Spanish, portuguese and english.

Education

Alura, Brasil
UX Research: heuristics Avaliation. (2021)
Certificate:
https://cursos.alura.com.br/certificate/a7188103-106a-430b-b6a9-d4d60db4f557

The Interaction Design Foundation
Psychology of Interaction Design, Emotional Design. (2017 - 2018)

Centro Nacional de las Artes
Child Illustration with Ivar da Coll. (2014)

Posgrado en Diseño Industrial, UNAM
Industrial Design Master Degree. (2009 - 2011)

Escuela de Diseño del Instituto Nacional de Bellas Artes EDINBA
Design Degree. (2001 - 2006)