Flor Hernández J.
UX/UI Designer and Researcher

Professional Summary

Flor Hernandez is a Senior UX/UI Design Researcher. Strategic planning and project management expertise. Master's degree in Industrial Design from the National Autonomous University of Mexico. She has experience working with both desktop and mobile apps. Her projects include topics such as Virtual Reality, Human-Computer Interaction, User Research, Psychology of Interaction Design, Emotional Design, Heuristics, Agile Methodologies. She has worked extensively in the virtual interaction system, high-impact product and the optimal user, economic and stakeholders demands.

Software

Figma, Adobe XD
Miró, Analitycs, Hotjar
Slack, Trello, Teams
JIRA, Confluence, Drive.

Contact info & briefcase

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Website: https://www.florhj.com
Celular: (21) 96525-4620

Lenguages

English: Advanced
Portuguese: Professional
Spanish: Native

Education

- **Heuristics test.** 2021. Alura.

- **Psicology of Interaction Design**
- **Emotional Design: How to create products people will love.** 2017. Interaction Design Foundation.

- **Industrial Design Master Degree**.
  2007-2009. National Automous University of Mexico.

- **Design.**
  2001- 2006. Mexico.
  Design School of National Institute of Beaty Arts, Mexico.

Concepts

Human Computer Interaction, User Centred Design, Usability test, Heuristics, User flow, Agile Methodologies Figma, Adobe XD,

Work Experience

UX/UI Senior Designer
2021 Sept

Editora Globo

She is in charge of UX-UI Editorial Globo demands for digital (desktop and mobile): magazines as Marie Claire, Glamour, Vida de Bicho and CBN radio app. User Flows, Usability and Heuristics tests. Develops Persona Profile for Crescer and Vogue magazines. Metrics and ADS User behavior for CBN Radio APP. CTA for stakeholders. Pain points and Usability Test. Layouts for Backstage migration. Documentation and Design System. Adobe XD, Zeplin, Jira, Slack, Miro.

UX/UI Designer
Aug 2021
Dec 2020

EBIX Latinoamerica

Responsable for UX-UI mobile and desktop apps demands that included: User's flow, wireframes and layout, arquitetura information, navegavel prototype, new features design, usability test. Agil Methodologies. Principal stakeholders: Bradesco and Ebix Latinoamericana. UX and digital products evaluation for digital area reports, focusing on improvement of SIGS-JIRA work flows. Softwares: Adobe XD, Figma, Zeplin.

UX/UI Lead Designer and Researcher
2019 Oct
2018 Feb

Intero LLC

Lead UI/UX Designer and Researcher. USA-Mex-Bra. Usability tests and user interviews. Persona profile. A-B test. Interface and Experience Design, Wireframe and layouts, Information Architecture. Project Manager. Advertising. Remote Team Work. Agil methodologies, Sprint goals, Project and Market Research.

UX Consultant
2018 Jan
2017 April

Heba Ideas SA de CV

UX Consultant. Emotional Design, Branding. Information Architecture. User and stakeholder research. Wireframes and Layouts.

Designer
2014 Jan-Jun

BBVA BANCOMER

Senior Designer. Service Management Analyst. UX, UI, IT, Graphic Design, Editorial Design, Multimedia Production, Advertising Campaign, Corporate identity, English-Spanish translation. Digital update of the InformationTechnology Catalog, for CCR Mexico, Spain, USA, Colombia, Peru, Chile, Argentina.