



FRANCISCO J HERNANDEZ
Experience Lead + Product Designer

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Through my wondrous years of experience, I've had the opportunity to work for multiple startups, freelance, my own product, and an incubator. I have been able to exercise the range of my capabilities, expanded on them and attained new ones while taking products from concept to delivery. As an experience designer I am dedicated to user-centered design, aware of the crucial need to validate through usability testing and curious about future innovations.

EXPERIENCE

Citia. *Lead Experience Designer*
NY, NY. 2013-2017

My responsibilities included maintaining the Citia Content Management Software by researching and creating features, improving experiences, and collaborating with our sales development, client success and engineering teams. I also managed, defined and documented features.

VP of Product and I were responsible for creating roadmaps and define requirements. I created and maintained style guidelines across all our software pages. I developed product concepts and presented them through sitemaps, wireframes, user flows, visual design, user tests and prototypes of various fidelity.

Google's 30 Weeks incubator. *Design Founder*
NY, NY. 2016

I was 1 of 16 hand picked designers at 30 Weeks. 30 Weeks is a founders program that transforms designers into founders who are equipped with the entrepreneurial skills, knowledge and tech know-how to create products and start impactful companies. I was mentored by leaders from Frog Design, IDEO.org, Story Corps and Maya. I experienced the process of creating a product through design thinking, researched, user testing, and iteration.

Happy. *Product Designer*
Brooklyn, NY. 2013

Happy Studios, led by founder Ellen Johnston, hired me to create design themes for the first iPad app MAKR, must-have for any DIYer, home entertainer, maker, or creative entrepreneur. I was responsible for creating editable design templates that would enable users to quickly and simple edit and customize. I made sure all designs worked with the MAKR brand and their audience, young, creative DIYers who have very specific design tastes, tech savvy and value experiences.

Barbour Design. *Senior Designer*
NY, NY. 2011-2012

I was responsible for the design of marketing materials for the internal marketing department at ESPN. This included mock-ups, logos, animated videos, presentation decks, print advertisement, event promotion material, and ipad ads for the ESPN Magazine.

SKILLS

Product Design:

Concept and ideation, visualize and present solutions, empathy, user-centered design

User Experience:

User research, user interviews, task flows, usability testing, information architecture

Interactive Design:

Site map, wireframing, Lo-fi and High resolution prototyping, html/css

Visual Design:

Responsive design for web and native, interface design

EDUCATION

The School of Visual Arts

MFA Design 2014

University of Houston

BFA Design 2008

INTERNSHIPS

The Public Society. Brooklyn, NY. 2013.

Pow Interactive. Brooklyn, NY. 2013.

Rice University. Houston, Texas. 2008.

BrandExtract. Houston Texas. 2007.

ACHIEVEMENTS

Lecturer at SVA MFAD (2015, 2016)

Published in *Becoming a Design Entrepreneur* by Steven Heller

Published in *Raw Data* by Steven Heller

Semi-Finalist for Adobe Achievement Award

SVA Alumni Scholarship 2014

Deborah Buck Scholarship 2014

Venture 2014, SVA Thesis Exhibit

Change Needed, SVA Design Exhibit

REFERENCES + PORTFOLIO UPON REQUEST