



Francisco J Hernandez

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About

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.

Education

The School of Visual Arts

Masters of Fine Art
Design Entrepreneurship

University of Houston

Bachelors of Fine Arts
Communication Design

Skills

Service Design:

Facilitation, interviewing, systems thinking, analysis synthesis, future visioning, portfolio definition

Product Design:

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

Experience Design:

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

Experience

Experience Design Lead

Chase

New York | May 2023 - Current

Part of the channels team, led efforts to channel individual line of business problems into impactful opportunities and connected all the layers of the experience.

Synthesized existing research and insights to create a single source of truth and conduct research. Built understanding of new contexts, technologies, and socio-cultural shifts, identifying new opportunities for channel's roadmap.

Design Manager

Capital One

New York | Nov 2021 - May 2023

Design Manager for identity services, authentication + authorization, across existing and new commercial applications and vendors. As part of the larger Strategic Platforms team we are focused on developing and maintaining the shared infrastructure used across commercial applications. My focus was on building and scaling our multiple identity services, sso login, user enrollment, and user management, while supporting and maintaining existing identity needs across the commercial bank. We partner closely with product, tech, cyber security, insights, brand, communications and legal to build resilient user-friendly solutions.

Product Design Manager

Homer

New York | May 2021 - October 2021

As a Manager of Product Design I oversaw three streams of work on web. I managed two direct reports to deliver on business initiatives as well as mentored and coached them through building their first design system. I worked closely with partners across the company on strategies, initiatives, defining process and elevate design.

Lead Experience Designer

Verizon Wireless

New York | Nov 2017 - Nov 2021

As a product designer for Verizon's consumer facing website, I worked with cross-teams to execute scalable strategies that align business and customer needs using customer-driven insights and agile methodologies to deliver elegant and delightful customer experiences.

I used research data to deliver intuitive user flows, interaction models and information architecture. We partnered with strategic business leads to ensure clear two-way gathering and distribution of business intelligence and requirements. I helped to translate business requirements into visual concepts and prototypes. I created and delivered design documentation to aid with cross-team process, communication, collaboration and development. I defined the structure, navigation and functionality of effective and engaging user interactions. I collaborated in brainstorming and drove innovative ideas to conceptualize and develop experiences.

Lead Experience Designer

Citia

New York | Nov 2013 - Nov 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. The 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.