Estefania Hernandez

SENIOR PRODUCT DESIGNER

UX-UI Designer | Data-Driven Product Design | Analytics-Focused UX

PROFESSIONAL SUMMARY

UX/UI Designer with 8+ years of experience creating user-centred, data-driven digital products for SaaS, AI, fintech, and enterprise clients across Europe and North America. I specialize in turning behavioural insights and analytics into actionable design decisions that improve usability, increase conversions, and drive measurable business outcomes.

Skilled in Google Analytics, A/B testing, tagging, prototyping, UX research, and cross-functional collaboration, I bring a balanced approach of analytical rigour and thoughtful visual design.

CORE COMPETENCIES

- **Product Design Strategy**
- UX Audits & Heuristic Evaluation
- User Personas, Journey Mapping & User Flows
- Usability Testing & Research Planning
- Data-Driven UX Strategy

- Google Analytics & Google Tag Manager
- A/B Testing & Experimentation
- Hotjar Heatmaps & Session Recordings
- Conversion Optimization (CRO)

- **UI Design**
- Design Systems & Scalable UI
- Wireframing & Prototyping
- Figma, Framer, Adobe XD, Sketch
- Adobe Creative Cloud

- Project Management: Jira, Asana
- AI: Chat GPT, Gemini, Gama
- **Languages**
- English & Spanish

PROFESSIONAL EXPERIENCE

Freelance – Senior Product Designer | *Remote* | *2013 – Present*

- **Deliver** end-to-end design solutions for startups, enterprises, and NGOs, translating business goals into user-centred products across diverse industries.
- **Lead** user & market research, usability testing, and client workshops to align on vision and reduce design risk.
- **Design** and develop responsive websites, interactive prototypes, and scalable design systems, improving client product usability and brand presence.

Designlab – Mentor | *Remote | 2013 – Present*

- **Coach** aspiring UX designers on portfolio building, research methodology, and Design Thinking processes.
- **Provide** career guidance for both entry-level roles and freelance business development in UX.

IVADO Labs – Product Designer | *Montreal, Canada | 2022 – 2025*

- **Led** product design strategy for AI-powered supply chain solutions used by multinational corporations.
- **Designed** data visualizations, interactive prototypes, and design systems to transform complex datasets into actionable insights.
- **Facilitated** UX workshops and usability tests, enabling faster alignment between product, engineering, and stakeholders.

AIRM Consulting – Senior UX Designer | *Remote, Canada | 2021 – 2022*

- **Defined** and executed UX strategy for an AI-based agro-insurance platform, improving operational efficiency and user experience.
- **Guided** cross-functional teams in Agile workflows to ensure high-quality product delivery.

POD Marketing Inc. – Project Manager | *Calgary, Canada | 2021*

- **Managed** website projects from planning to launch, ensuring timely delivery and alignment with client goals.
- **Implemented** UX strategies that increased usability and client satisfaction.

Scoreapps – Web Designer | *Madrid, Spain | 2019 – 2020*

- **Designed** mobile applications and websites for small businesses across Spain and Latin America, enhancing customer engagement and brand visibility.

Power to Change – Web Designer / Project Coordinator | *Canada | 2015 - 2019*

- **Designed** websites and marketing assets for multi-sector clients, improving digital engagement.
- **Managed** multiple concurrent projects, ensuring quality and timely delivery.

Earlier Roles:

- **Vancouver Community Network** – Graphic Designer (2014 – 2015)
- **My Planet Fellowship** – Communication Designer (2014)

🎓 ACADEMIC EXPERIENCE

- **Emily Carr University of Art and Design** – Bachelor of Communication Design (2010 – 2013)
- **University of British Columbia** – Bachelor of Fine Arts (Transferred) (2008 – 2010)

🎓 HONORS & RECOGNITION

- **My Planet Fellowship Award** – Recognized for outstanding design thinking and product delivery in an intensive real-world challenge.
- Featured in PICTORIA: The Best Contemporary Illustrators.