Sabrina Hernandez

Email | Portfolio | LinkedIn

Design Skills

- Customer journey mapping
- Design heuristics
- Wireframing
- Prototyping
- Usability testing
- User interviews
- Design systems
- Illustrations
- Accessible design
- Human-centered design

Technical Skills

- Figma
- Miro
- Slack
- Notion
- Loom
- UserTesting
- Adobe Photoshop
- Adobe Illustrator

Educational Programs

Design Thinking and Innovation Program
Harvard Business School
Jan 2023 – Apr 2023

Impactful Presentations & Storytelling Course
IDEO Design Company
Feb 2023 – Apr 2023

Product Design Bootcamp
Flatiron School
Nov 2021 – Feb 2022

Leadership

Mentoring Excellence
Flatiron School
2022

Senior Product Designer

- Experience in the end-to-end design process to design impactful solutions to challenging problems
- Excel in navigating ambiguity and complexity within problem space processes and understanding opportunities
- Experience balancing customer needs with business goals
- Strong facilitation and cross-functional collaboration skills by demonstrating the ability to integrate the work of multiple teams, gather and consolidate feedback, and lead design discussions focusing on achieving outcomes

Professional Experience

Product Designer | Catchafire | Remote | May 2023 – Jan 2024

Catchafire is a non-profit organization that recruits tech professionals and contracts them with other non-profits. I worked as a freelance Product Designer for North East Trees, an urban forestry non-profit; I redesigned their website.

- Reorganized website's information architecture
- Restructured the client's Google Analytics 4 with Google tag manager
- Strategically relocated CTAs to page hotspots, resulting in a 15% increase in visits to the donation page
- Led weekly design reviews, effectively communicating enhancements to the directors of development and program management
- Developed a design system considering brand constraints to achieve a more cohesive and intentional look across digital assets
- Streamlined communication with the organization's executive director and facilitated swift approvals

UX/UI Designer | Grand Studio | Chicago, IL | Mar 2022 – Dec 2022

Grand Studio is a digital design agency that contracts designers to Fortune 500 companies for 90-day projects. I worked as a UX/UI designer on three different products.

Restaurant Point of Sale (POS) System | Apr 2022 - Jun 2022

- Conducted a task analysis involving operators at various expertise levels to identify pain points
- Prototyped ideations based on the task analysis using Figma
- Designed a new POS with fewer clicks to place orders, resulting in improved accuracy and reduced user workload

Supply Company Internal Web Application | Jul 2022 - Sep 2022

- Conducted user interviews to understand and empathize with employees' frustrations when requesting supplies
- Designed a step-by-step application using interview findings to guide users to the correct request form
- Reduced employees' request form search time by an average of 3.5 hours

Franchise Business Analytics Web Application | Sep 2022 - Dec 2022

- Organized the application's navigation by user type for a customized experience
- Designed charts and graphs to visualize dynamic data to increase scannability
- Built a spec detailing all proposed application updates for the development team resulting in rapid implementation