

Justin Hernandez

Product and Service Designer

Passionate about music & technology and an ambassador of well crafted and thoughtfully designed things. I enjoy making complex problems understandable and helping others through research and design.

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Michigan, USA

WORK EXPERIENCE

LEAD PRODUCT DESIGNER — Kiavi

June 2021 - Present

- Led the rebrand process from LendingHome to Kiavi
- Led the Innovation product team to research and launch new investor specific products and services
- Manage and mentor two senior designers responsible for their own areas of business

www.kiavi.com

USER EXPERIENCE DESIGNER — UKG INC. (Ultimate Software)

2017-2021

- Led product design and strategy for benefits, Affordable Care Act (ACA), Payroll, and internal products critical to business operations
- Contributed to research and strategy initiatives across the product suite

www.ukg.com

DIRECTOR, USER EXPERIENCE — FCB Chicago

2015-2017

- Established a user research practice for FCB clients
- Led product design and strategy for client projects across US healthcare, global consumer brands, financial services, and non-profits

www.fcbchi.com

SENIOR UX DESIGNER — Marketo

2013-2015

- Led design and research initiatives for Marketo Projects

www.marketo.com

USER EXPERIENCE ARCHITECT — Ogilvy & Mather

2013

www.ogilvy.com

MOBILE USER EXPERIENCE ARCHITECT — Walgreen Corporation

2011-2013

www.walgreens.com

USER EXPERIENCE DEVELOPER — Ontoadaptive, LLC

2010-2011

www.ontoadaptive.com

EDUCATION

DEPAUL UNIVERSITY — CHICAGO
M.S. HUMAN-COMPUTER INTERACTION

DEPAUL UNIVERSITY — CHICAGO
B.S. INTERACTIVE MEDIA

SKILLS

- User research
- Storyboarding
- Prototyping
- Information architecture
- usability testing
- UI design
- Wireframing
- Design strategy