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# iñigo hernández

## EXPERIENCE

02

02.2019 - Present

### Senior Product Designer

#### Freeletics

I led the integration of the new training experience as part of our digital training app. Previously, I was part of the growth team to increase revenue by designing growth experiments focused on user activation. Also, active contributor as DesingOps for the design team.

03.2017 - 02.2019

### Product Designer

#### Cabify

Part of the Product Design team where we worked on redesigning a meaningful experience for passengers, drivers and B2B platform. I also lead and founded the Design System that guides all mobile applications and web products.

04.2015 - 03.2017

### Product Designer

#### Fever

I led the redesign of the two native applications and the design of the design system. I also created the internal products, such as the customer management tools.

05.2013 - 04.2015

### Co-founder & Designer

#### cuaQea

I co-founded and ran the startup itself managing the design direction, and creating the brand identity. Combined with marketing acquisition strategies.

## EDUCATION

03

2008 - 2011

### Degree in Interaction Design

Usandizaga Design School

2006 - 2008

### Degree in Graphic Design

Ceinpro

## SKILLS

04

UX Design      Stakeholder Management

Visual Design      Design Systems

Mobile/Web Design      Details Oriented

Active Communication      Prototyping

Design Documentation      Leadership

## TOOLS

05

Figma      ProtoPie

Miro      Invision Freehand

Principle      Webflow

Framer      Jira/Asana

Origami      Spotify

## LANGUAGES

06

English      Full professional proficiency

Spanish      Native

HTML/CSS/JS      Advance