Koi Hernandez

Senior Product & UX Designer

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Senior Product & UX Designer with over a decade of experience crafting intuitive, user-centric interfaces across various platforms. Expert at converting innovative ideas into actionable wireframes, mock-ups, and prototypes, while keenly attuned to user needs, market shifts, and emerging design practices. Proven track record of leading and inspiring design teams, facilitating impactful design sprints, and collaborating with cross-functional stakeholders to ensure cohesive, compelling product delivery. A dedicated mentor and advocate for best practices in design, with proficiency in a diverse range of tools including Adobe Creative Suite, Figma, and Webflow. Passionate about fostering genuine connections in design and committed to creating authentic experiences for every user.

Expertise

Strategy & Research

- Team leadership
- Human-Centered Design Solutions
- Cross-Functional Collaboration
- Market Research & Trend Analysis
- Design Sprints & Workshop Facilitation
- User Experience Research & Analysis
- Product Management
- Usability/User Testing
- Focus Group Moderation
- Design Thinking Practices

Design / Creative

- User Experience/User Interface (UX/UI) Design
- Rapid Prototyping & Wireframing
- Art Direction
- Design Systems & Component Creation
- Logo Design & Branding
- Typography & Color Theory
- Illustration
- Video Editing
- Presentation Design
- HTML/CSS

Education

General Assembly
Washington, D.C.

- Product Management, 2020
- User Experience Design, 2018

Rutgers University
New Brunswick, N.J.

- BFA, Graphic Design, 2013

Professional Experience

Slalom • Global • 2021–Present
Experience Design Consultant

- Designed accessible web interfaces, enhancing user experience and solidifying user trust in the platform.
- Mentored junior designers, elevating the team's overall design quality and reinforcing best practices.
- Engaged in user research, leading to more intuitive and user-centric design modifications.
- Utilized Figma for design consistency, fostering improved brand coherence across projects.
- Collaborated with cross-functional teams, ensuring seamless integration of design into product development.
- Presented clear design rationales to stakeholders, streamlining approvals and fostering collaboration.

AARP Innovation Labs • Washington, D.C. • 2018–2021
Innovation Design Thinker.

- Developed human-centered design solutions, enhancing engagement for both partnered startups and internal units.
- Tapped into cutting-edge UX/UI trends, providing a fresh and innovative user experience.
- Spearheaded collaboration with diverse teams to craft innovative products, cementing AARP's leading position in design thinking.
- Led market research efforts, ensuring designs remained aligned with evolving user needs.
- Mentored creative teams, elevating the quality and consistency of AARP's Design Thinking training materials.
- Orchestrated workshops and design sprints, stimulating creative ideation and enriching usability testing initiatives.

AARP Community, State & National • Washington, D.C. • 2015–2018
Visual Designer

- Translated department visions into dynamic graphics, enhancing communication clarity across multiple devices.
- Managed project lifecycles, ensuring timely, on-brand completion and alignment with stakeholder needs.
- Pioneered the conception and development of the CSN University training portal, enhancing internal training capabilities.