



JOSUEHERNANDEZ

Sr. Product Designer

CONTACT

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EDUCATION

Utah Valley University

Bachelor of Science:
Internet Technologies

Activities

Product Design Club of UVU
Role: President

ABOUT

I've been designing digital experiences for the past 7 years in various industries and the last 4 years have been in the FinTech industry. I believe good product design focuses on data and the needs of the user.

I'm an easygoing person who loves nature. My favorite things to do in my free time are hiking and mountain biking. I'm a design geek and I'm not ashamed of it. I'm constantly looking at Dribbble, reading Medium articles about design, and listening to design-inspired podcasts. One of my favorite things to look at is architecture.

WORK EXPERIENCE

Divvy Inc. - Senior Product Designer
Mar. 2021 - Present

- Designed end to end experiences and also collaborated with design researcher and content designer depending on complexity of the project.
- Gathered data using Pendo and collaborated with data science team to gather information for strategy and decision making.
- Collaborated and had whiteboarding sessions with Product Manager and other designer on the team.

Progressive Leasing - Product Designer
Apr. 2019 - Mar. 2021

- Strategized with the design team and product managers to prioritize the customer and business needs to help create a useful and effective product for customers.
- Explored various concepts by creating wireframes and presenting them to the design team for design critique.
- Regularly performed usability tests through moderated and non-moderated interviews via in-person or through usertesting.com.

Vivint Solar - UX Designer
Apr. 2017 - Present

- Strategized with product owners to prioritize user pain points and business needs that would help guide the design and ensure useful and effective software solutions for customers.
- Regularly met with users to perform usability testing with prototypes and performed contextual inquiries during the discovery and design phase.

Avantar, LLC - Junior Product Designer
Jun. 2016 - Apr. 2017