

# Erik Hernandez

## UX / UI Designer

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### CONTACT

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### WORK EXPERIENCE

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#### BilliMD

4/2024 - Present

#### UX Designer - Graphic Designer

- Leading the revitalization of the BilliMD website and brand visuals, leveraging WordPress CMS to seamlessly integrate innovative features and integrations.
- Collaborating closely with cross-functional teams to ensure timely project completion and exceed expectations.

#### UX Design Choice

1/2016 - 3/2024

#### UX / UI Designer - Freelance

- Directly interfacing with clients to manage projects and deadlines efficiently, consistently delivering high-quality work that not only meets but exceeds expectations.
- Crafted an innovative website for The Stuffed Cuban catering food business, strategically addressing user pain points to enhance website functionality, productivity, and traffic flow, resulting in measurable improvements in user engagement.
- Implemented comprehensive accessibility features, ensuring inclusivity for users with disabilities.
- Conducted user testing with individuals of diverse abilities to refine accessibility features and ensure optimal usability for all.
- Engaged in the creation of wireframes and progressed from low-fidelity to high-fidelity mockups, while also developing comprehensive user stories to guide the design and development process effectively.

#### Pure Formulas

9/2021 - 9/2022

#### UX / UI Designer - Graphic Designer

- Designed many web pages for an E-commerce site that hosted over 20,000 products. Used user-driven data, using Google Analytics to determine priority pages for users.
- Collaborated closely with developers into evaluating user requirements.
- Designed graphic UI elements that were conducive to a consistent design philosophy.
- Carefully worked through user-flows to make informed decisions as to what is intuitive for users.
- Identified pain points and collaborated to design solutions to remediate such pain points.
- Created Graphic elements for emails, website promotions, box inserts, and apparel.
- Gathered valuable feedback from customer service team as to what users valued.

### EDUCATION

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#### BFA in Graphic Design

University of Florida  
8/2013 - 5/2018

#### Certificate in UX Design

Google Coursera  
3/2023 - 7/2023

### SKILLS

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User Experience Design

Wireframing

HTML/CSS

Prototyping

Conducting Usability Studies

Adobe Photoshop

Sketching and Ideating

Figma

Adobe Illustrator

User Experience Research

Sketch

Wordpress CMS