



Hanerth Andres Hernandez  
UX | UI Designer

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*My name is Hanerth. I design useful and enjoyable experiences for the web and beyond. Please feel free to check my profile and request more information if you need it.*



/in/hanerth



/hanerth



## PERSONAL PROFILE

I like to think that a designer can always have a place in all areas of knowledge, especially those in which it is necessary to solve problems of users who interact with software or systems of daily use.

I am passionate about research in design and user experience, from a very young age I have always liked building systems and solving problems of all kinds. From a very young age I grew up immersed in software development and technology, practically every day I was in front of a computer screen creating or discovering everything that technology had to offer me.

I have enjoyed many design positions throughout my career in Graphic Design, Web Design, UI and UX Design. My personal and professional experiences have taught me the following about myself:

**I can successfully scale up software platforms from prototypes to Great and Global Virtual Platforms.**

- I put the final user at the center of all that I do.
- I stand out in the execution of great ideas with great challenges in development and application
- I like to create according to my experience but I like the customer feedback to create a better world together

**I educate, refine and drive myself to be a better person**

- I am constantly learning because I never settle
- I stay calm when faced with adversity
- I focus on making high-quality decisions

**I can align, lead and grow world-class products**

- I love to win, but helping the team win gives me greater joy
- I speak tech and design
- Video games are always my inspiration

As a UX designer I have been part of the development. From the idea, planning and creation of world-class projects focused on virtual events with extensive experience in information organization, user flow and creation of virtual environments for the promotion of world-class institutions.



## SKILLS

### PROFESSIONAL

UX design  
 UI design  
 Prototyping  
 Web  
 Interaction Design

### SOFT SKILLS

UX Research  
 Usability  
 Frameworks Research  
 Lean Design  
 Journey Mapping

Wireframing  
 Frontend design  
 CSS  
 Card Sorting  
 Personas



## TOOLS I LIKE TO USE

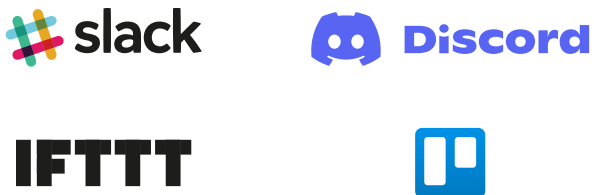
Design Software than i'm familiar with:



Streaming and on-demand transmission of events:



Workspace and communities coordiantion Admin:



Research Tools i like to use:



## ACADEMIC BACKGROUND

Academia de Dibujo Profesional  
 Graphic Designer  
 2006 - 2010

Adobe Xpert  
 Adobe Creative Suite  
 2009

Academia de Dibujo Profesional  
 Diploma en Marketing and Costumer Research  
 2010 - 2010

Platzi  
 Diseño de Experiencia de Usuario (UX Design)  
 Mid 2021 - until now

## **JOB EXPERIENCE**

### **UX Design Manager – Global PlatformsUX Design Manager – Global Platforms**

Torrens University Australia | 2021 - Until now

#### Tasks:

- Create prototypes and wireframes for virtual platforms apps.
- Create user stories, personas, and storyboards.
- Design and coordinate users flow frontend development.
- Plan and conduct user research and competitor analysis.
- Interpret data and qualitative feedback.
- Determine information architecture and create sitemaps.
- Conduct usability testing.
- Work at various levels of fidelity. From low fidelity prototypes on paper to medium fidelity using Adobe XD, Webflow, tools.
- Coordinate streaming operations for virtual fairs.

### **LAE International EducationLAE International Education - Innovation CoordinatorInnovation Coordinator**

Jun. 2012 - ene. 2021

#### Tasks:

- Design prototypes and presentations for each one project in course (Adobe XD).
- Take projects from wireframing to high fidelity mockups.
- Research methodologies with users.
- Execute projects and guide an interdisciplinary team.
- Establish the criteria of web design and Style (CSS3) frameworks, using innovative and responsive development tools and languages.
- Design projects for mobile devices (responsive and native).
- Perform trend analysis with respect to the market.
- Product construction projects in agile methodology.
- Define information structures and information hierarchies.
- Create and coordinate all design tasks in web sites design and development.
- Optimize the core information for our apps and websites.
- Create and define: People, Information Architectures, User Journey Maps, task flows, site maps, storyboards.
- Collaborate and negotiate with Project Leaders, PMs, engineers, researchers, marketing team and others to define the vision of a medium-term project and its incremental growth for improvements and new functionalities.
- Work at various levels of fidelity. From low fidelity prototypes on paper to medium fidelity using Adobe XD, Webflow, tools.
- Write clear, concise and blunt interface design documentation that facilitates the understanding of the UX proposal to the team and the correct implementation in the development teams.

#### Achievements:

- Setup and design the new tools for education counseling in our organization, Counsellor Module.
- Take our counsellor module to next level, creating a new version for Laureate International Universities, (The most bigger network of universities in the world).
- Design the wireframing for our super sale fair platform (Stands, Chat and client services online).
- Create and develop a streaming conference platform for virtual fairs.
- Design and coordinate the visual decoration for our experience center.
- Set up the new look and feel for the websites systems (LAE Xperience).