



# Eduardo Hernandez

UX/UI Designer

## Profile

I redesigned a project that increased the completion and success rate of the "new user registration" flow from 30% to almost 90%, by reducing the confusion users had with the application. As a result, support calls are expected to decrease by 60%, leading to an estimated annual cost saving of almost \$70K for the company.

## Employment

### UX/UI Designer

May 2023 – Present

CITIGROUP, USA

- Improved the financial experience for investment users in CWB+ /2.0 by updating current account opening flows and designing options for a better user experience across desktop, responsive, and mobile platforms (iOS & Android), including prototyping.
- Working with UX/UI designers and a copywriter, I provided support and guidance. Ensured the team worked cohesively and efficiently, maintaining a high standard of quality in all aspects of the design process.
- Delivered presentations of my team's work to the development, marketing, and business teams to ensure that our design solutions were technically feasible and aligned with Citi's strategic objectives.

### UI/UX design

Aug 2022 – May 2023

ROCKET CLOSET, USA

- By addressing user confusion, improving the usability of the iOS mobile app, and providing clients with an optimized user experience (UX) that adds business value, I successfully increased the completion rate of the 'new user' flow from 30% to nearly 90%. I apply numerous lean user research methods to understand users' expectations, needs, and user stories, as well as to discover why this business wasn't growing enough. Developed workshops with multi-disciplinary team stakeholders, including clients, the founder, data scientists, product marketing team, customer service, and developers. I wrote down hypotheses and validated them through quantitative and qualitative research, designed MVPs, and tested them.
- I was in charge of conducting usability testing of the application, interviewing users, improving UX writing, and researching their digital marketplace. I redesigned their application, design components, while respecting the branding of the company and the design system, style guides. I used lean methodologies to enhance efficiency and quality in project development, applying principles of waste reduction, continuous iteration, and customer-centric focus. Developed user interfaces with pixel-

## Personal details

Website

eduardodesigner.net

LinkedIn

linkedin.com/in/eduardoux

email

salvatore.eduardo01@gmail.com

Phone

+52 5640012419

## Skills & Certificates

GenAI : Google Cloud  
Generative AI learning

Scrum & Agile certification

Cambridge C1 English  
Certificate

Front-end development HTML  
& CSS

interactive design

Rapid prototyping

Colaboration with dev teams

Mural, Miro, Figma, Jira

Heuristic Evaluations

AI Agile Hackathon winner

## Hobbies

- Reading (entrepreneurship, design, emotional intelligence, sci-fi, fantasy)
- International volunteering with AIESEC (teaching English in orphanages and

perfect mockups. Conducted UX research, created prototypes, performed user testing, facilitated workshops, and developed strategy. Generated artwork and designs for marketing campaigns on Instagram.

## UX Designer

Dec 2021 – Apr 2022

Kepacrepa

- As part of my work with a franchise of a prominent restaurant chain, I developed a questionnaire and conducted studies to assess site preferences, information architecture, and usability. The objective was to validate the proposed responsive interactive design prototype and generate valuable professional recommendations for the upcoming iteration phase. I integrated user and service design into the business context to develop end-to-end solutions, rapid prototyping.

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## Education

### Bachelor of digital and graphic design

Dec 2017 – Jun 2022

Tecnologico de Monterrey (ITESM) CDMX

### CG Masters School of 3D Animation & VFX

2020

### Bootcamp in UX/UI Design

Aug 2021 – Nov 2021

Ironhack, Mexico

schools for children with disabilities)

- Travel & meet social people with other culture