

# LUIS EDUARDO HERNANDEZ JIMENEZ

eduardohjmnz@gmail.com | (55) 4217 3625 | [eduardojmnz.github.io](https://eduardojmnz.github.io)

SUMMARY

Product design professional specialized in User Experience (UX) and User Interface (UI) design. Focused on creating innovative and functional solutions that transform how users interact with technology. With experience in developing mobile applications and websites.

EDUCATION

Lic. en Ciencias de la Informática

2015 - 2019

Unidad Profesional Interdisciplinariade Ingenieria y Ciencias Sociales y Administrativas (UPIICSA - IPN)

WORK EXPERIENCE

Customer Experience - Grupo Segel

2024 - Today

- Optimized customer and user journeys
- Identified user and customer pain points
- Collaborated with cross-functional teams
- Enhanced experiences through continuous improvement

Product Designer - HRIntelligence

2023 - 2024

- Wireframe design.
- Mobile application design.
- Web design.
- High-fidelity prototyping.
- User Testing and user research.

UX / UI Designer - Duelazo de México

2021 - 2023

- Mobile application design.
- Design new flows in app.
- Prepare internal and external progress reports.
- Design Email Campaigns.

UX / UI Designer - Rappr Std.

2018 - 2021

- Prototyping.
- Art and visual design.
- Mobile game design.
- User Testing.

KNOWLEDGE & SKILLS

Skills

Methodologies

Languages

- UX / UI Design
- App Development
- Web Development
- Email Campaign Design

- Design Thinking **Advanced**
- Atomic Design **Advanced**
- Scrum **Advanced**

- English **B2**
- Spanish **Native**

TOOLS & TECHNOLOGIES

Design Tools

Development Environments

- Adobe CC **Advanced**
- Figma **Advanced**
- Zeplin **Advanced**
- Hotjar **Advanced**
- Maze **Advanced**
- Miro **Advanced**

- XCode **Intermediate**
- Android Studio **Intermediate**
- Visual Studio **Intermediate**
- Unity **Intermediate**