

# Justin Hernandez

Lead Product Designer | AI & Design Specialist

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## Profile

Product designer specializing in AI-powered experiences, intelligent automation, and design systems. I translate complex technical requirements into intuitive user experiences while leading cross-functional teams. Currently driving GenAI strategy and automation initiatives at a \$23B+ fintech platform.

## Professional Experience

### Lead Product Designer | Kiavi (Remote)

June 2021 – Present

Lead design for fintech/proptech platform funding \$23B+ across 85,000+ real estate projects. Drive AI-powered personalization and intelligent automation for lending operations.

- Spearhead GenAI product strategy including AI-powered scope of work tool and instant document review, eliminating manual data entry for complex lending workflows
- Lead automation projects reducing manual operational load on Loan Analysts and Underwriters through intelligent eligibility and compliance systems
- Strategic partner to SVP of Product/Technology, providing technical direction on AI tools, Service-Oriented Architecture migration, and AI workflow integration
- Led company rebrand from LendingHome to Kiavi and Innovation team launching investor-specific products
- Manage and mentor senior product designers across multiple business areas

### User Experience Designer | UKG (Ultimate Kronos Group) (Remote)

February 2017 – June 2021

Led product design for benefits, ACA, payroll, and internal products for enterprise HR software serving millions of users.

- Delivered user-centered software for benefits administration and compliance workflows
- Led design strategy balancing regulatory requirements with usability across ACA reporting and payroll systems
- Contributed to platform-wide research and strategy initiatives

### Director, User Experience | FCB Chicago

## **October 2015 – February 2017**

Directed UX for healthcare, consumer brands, and financial services accounts. Established user research practice and led product design strategy across client portfolio.

## **Senior UX Designer | Marketo (San Mateo, CA)**

### **December 2013 – September 2015**

Led design for Marketo Projects workflow management tool. Contributed to design system evolution during rapid company growth phase.

## **Earlier Experience**

**User Experience Architect** | Ogilvy & Mather (2013) · **Mobile UX Architect** | Walgreens Corporation (2011–2013, 2× award-winning) · **UX Developer** | Ontoadaptive, LLC (2010–2011)

## **Education**

**M.S. Human-Computer Interaction** | DePaul University | 2011

**B.S. Interactive Media** | DePaul University | 2009

## **Skills & Expertise**

**Design:** Product Design, User Research, Design Strategy, Service Design, Design Systems, Information Architecture, Interaction Design, Prototyping, Usability Testing

**AI & Automation:** GenAI Product Design, Prompt Engineering, AI-Powered Automation, Intelligent Document Processing, Predictive Personalization

**Tools:** Figma, Cursor, Magic Patterns, Subframe, Design System Management

**Leadership:** Team Management, Mentorship, Cross-Functional Leadership, Strategic Partnership, Stakeholder Communication

**Domains:** Fintech, Proptech, Enterprise SaaS, HR Technology, Healthcare, Financial Services

## **Professional Development**

**Human-Centered Service Design** | IDEO U | 2019