Bryant Hernandez

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Experience

Paciolan LLC - UX/UI Designer & Frontend Engineer (Sept 2020 - Jan 2021)

Paciolan is a white label ticketing platform for sports and other events. As a proof of concept, I was tasked with improving the SEO and Google ranking for the landing pages of their Football teams. I iterated through and improved different designs while doing market research and enhancing SEO attributes of the site. I learned many details that Google's crawler looks at when determining a ranking such as structured data, page layout and content, dynamic meta tags, and the Open Graph Protocol. In order to implement the design, I learned a new React.js framework, Next.js. This framework's server-side rendering is an aspect that enhances SEO as it renders static HTML pages that are crawler friendly. I experienced a professional CI/CD pipeline using GitLab, and tracked the project's progress using Jira and Confluence. In the end, we saw promising improvements in SEO, Performance, and Accessibility scores.

Givsum INC - UX/UI Designer & Frontend Engineer (Jan 2020 - July 2020)

Givsum is a philanthropic platform for charitable organizations. I was tasked with designing and implementing an analytics dashboard for administrative users. For the design, I worked to create a responsive and accessible design that met company design guidelines and principles. This design was based off of stakeholder analysis and market research using Figma prototyping tool. To implement the design I had to learn a new MVC framework, Ruby on Rails. For the markup language, I learned to use HAML instead of using HTML. I also learned to work with live production data using Google Analytics, and PostgresQL. I used Github for CI/CD, and tracked the project using Trello and Jira. In the end I became proficient in a new set of technologies, and had the dashboard deployed to their production site.

Dreamware LLC - CEO (June 2018- Current)

Dreamware is a freelancing software and design company that I founded while in college. I have worked with a variety of businesses to enhance their online presence. This includes working with clients in developing solutions for clothing stores, rental companies, restaurants and software services. To meet the needs of these businesses, I provide rapid prototyping based on UI/UX research like surveys, competitive analysis, among others. To implement these designs, I've worked with different technologies like Wordpress, WebFlow, Shopify, Angular.js, React.js among others.

Projects

TwitterCorrect - Web App

Full Stack web app built using MERN and Twitter API. Web app connects to the user's Twitter account and allows them to scan and search for tweets on their account that are inappropriate in today's cancel culture. It allows them to delete tweets individually, or in bulk. Web app was deployed using Heroku.

Fry's Electronics - UX/UI Redesign

A full redesign of Fry's Electronics' online store. A variety of UX/UI methods were used to create a prototype with new features and improvements.

Skills

Languages: Python, Javascript, C++, Java, Ruby, HTML5, CSS3
Frameworks & Libraries: TypeScript, ReactJS, NextJS, NodeJS, ExpressJS, Ruby on Rails, Bootstrap, Angular, Ionic 4, Android Studio
Design: Figma, WordPress, Webflow, Sketch, Photoshop, Inkscape
UX Methods: Usability testing, Cognitive walkthrough, Heuristic evaluation, Competitive analysis, User Interview Survey, Prototyping, Wireframing
Other: Git, Trello, Jira, VSCode, Shopify, GitLab, Confluence,

Education

University of California, Irvine (Sept 2016 - Dec 2020)

B.S. Informatics in Human Computer Interaction (GPA: 3.7)