ERICK HERNANDEZ

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Summary

User centered designer turned developer with an extensive background in business development marketing.

Technical Skills

- HTML
- CSS
- Ruby
- JavaScript

- Invision
- Sketch
- Photoshop
- Illustrator

- Google Tag Manager
- Double Click Bid Manager
- Google Web Designer
- Google Analytics

Projects & Experience

UI/UX Engineer – SkyFinancial
Technology Dept. — January 2018 to current

- Coordinate with UI/UX and Engineering teams to ensure interaction and visual designs are implemented according to design specs and system architecture
- Ensure digital products meet business/customer needs while enhancing customer satisfaction and loyalty via usability, ease of use and design
- Translate company vision into a dynamic user interface by converting conceptual understanding into an intuitive visual interface
- Pair programming to ensure that system architecture and conditional logic is implemented correctly
- Develop UI, update existing features, and establish complex interactive prototypes

Digital Media Designer (UI/UX) – U.S. Gas & Electric
Marketing Dept. — July 2017 to January 2018

- Conceptualize creatives so that the digital team's vision translates across all platforms
- Effectively present initial creative concepts and communicate functionality
- Translate business requirements into meaningful interactive experiences
- Understand and discover target audiences' needs, tasks, and goals
- Maintain (and contribute to development of) the aesthetic of both print and digital design work

UI/UX Designer – Knight Capital Funding
Marketing Dept. — January 2017 to July 2017

- Conducted user research through interviews and usability testing before and after brand re-design
- Created intuitive design flows by developing a site-map and high fidelity wire-frames
- Designed, built, and tested interactive prototype to evolve design concepts of the project
- Generated fully-interactive HTML prototypes and click-throughs which were used for client presentations, mock-ups, as well as user-testing studies.

Assistant Marketing Director/Graphic Designer – City of Hialeah
Communications & Special Events Dept. — December 2014 to December 2015

- Managed and updated print and web advertising through digital design
- Maintained relations with customers by organizing and developing specific customer-relations programs
- Layout/Design for flyers/posters/brochures/catalogs

Education

Google Analytics Certification – Google
December 2017 to May 2019

Wyncode Academy "Full-Stack" Development – October 2016 to December 2016

Miami Dade College Bachelors in Management – August 2015 to May 2017

Florida International University General Education – June 2011 to May 2014
Architecture: School of Architecture + Art