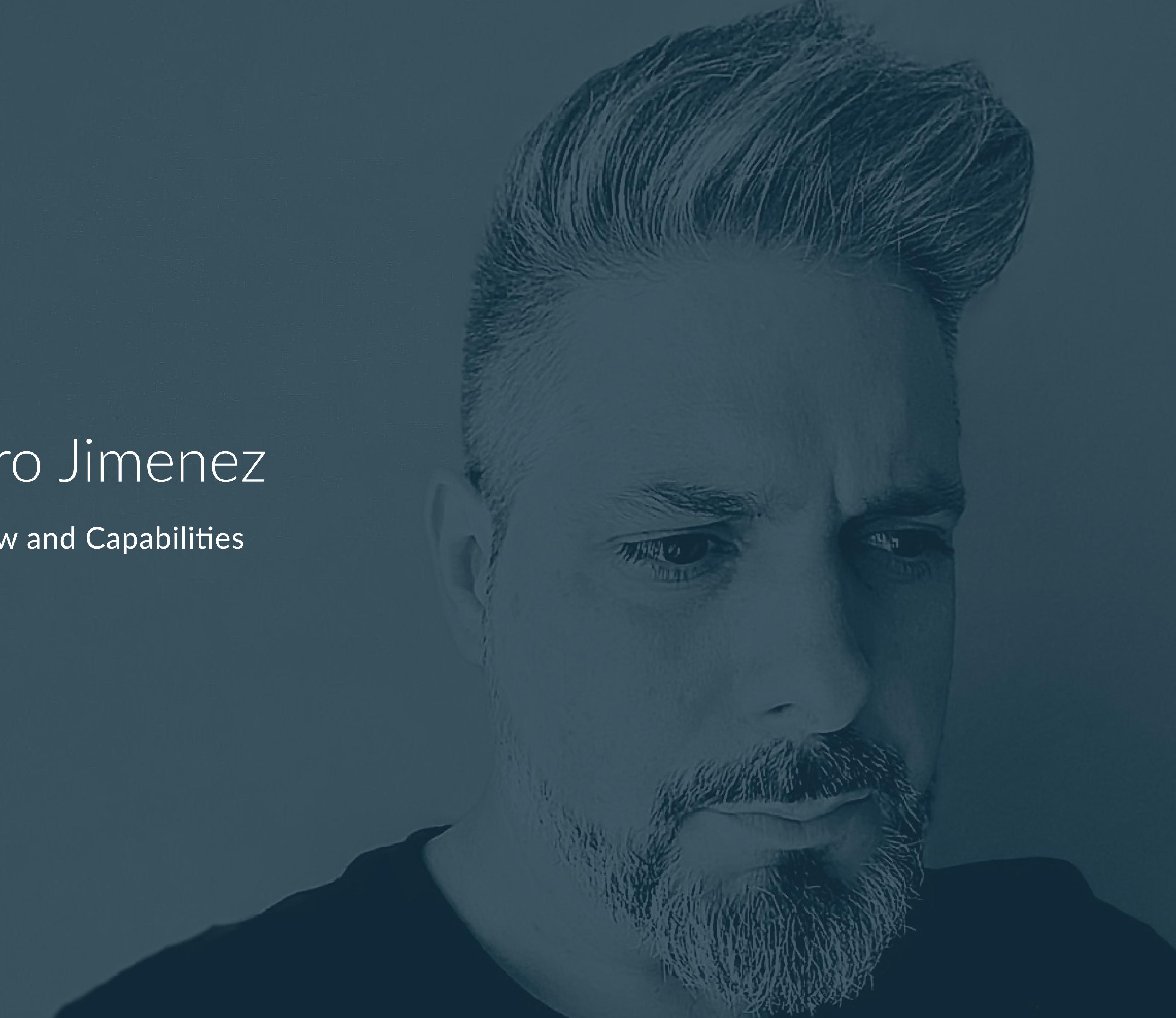




# Luis Herrero Jimenez

Experience Overview and Capabilities  
2023



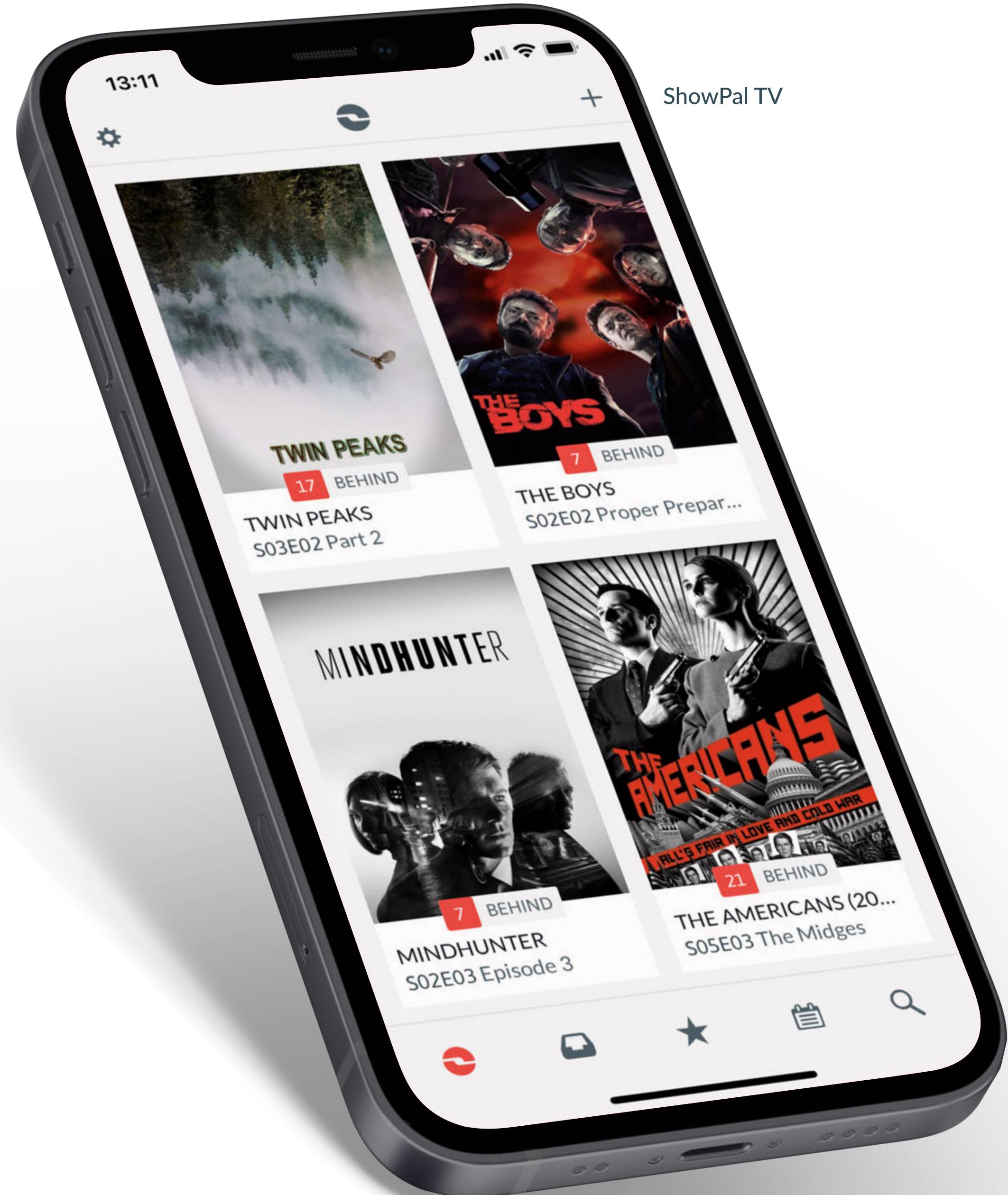
# Introduction

Fueled by a genuine love for design, I have dedicated my career to understanding its facets and disciplines.

From static design to animated interfaces, from research-driven implementations to innovative interaction experiences, I balance the functional with the expressive.

I've thrived in agile product design teams and fast-paced branding and advertising environments. Having deep experience handling high-pressure situations, I have built a reputation for delivering consistent successes based on tight processes and effective communication.

I pride myself on my dedication to mentorship and collaboration, fine-tuning my design workflow to ship effective and impactful results.

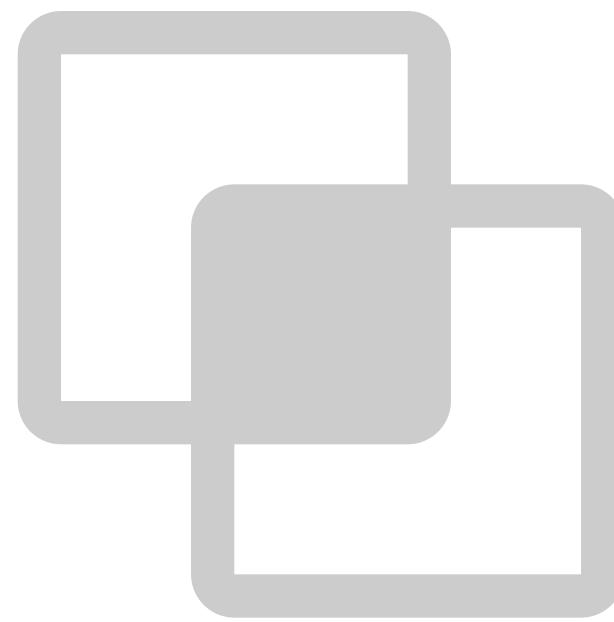


# Disciplines

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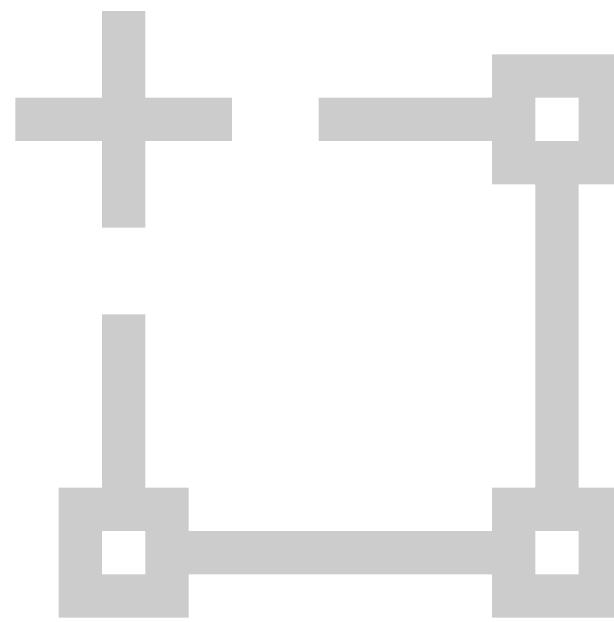
Throughout my career, I pushed myself to expand my skillset to be an even more impactful **individual contributor** and **design leader**.

This approach allows me to work cross-functionally efficiently and see the ‘bigger picture’ regarding a project’s overall scope and implementation.



**UX**

User Experience



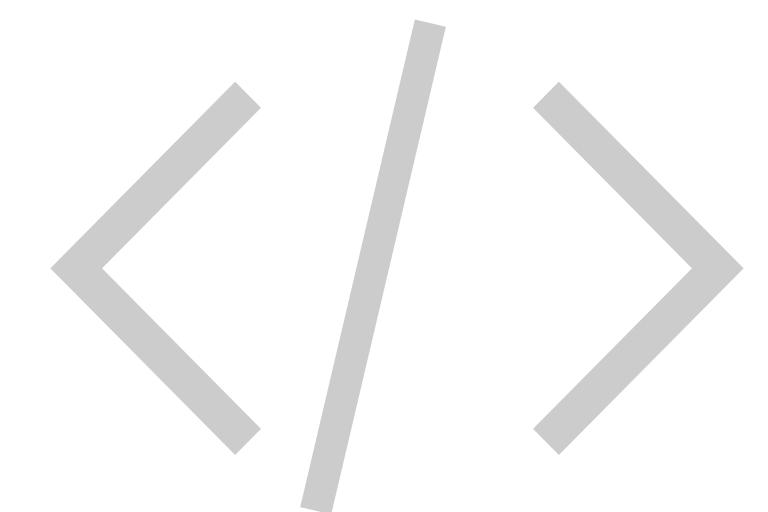
**UI**

User Interface



**IXD**

Interaction Design & Motion



**Code**

Coding Skills



# Nordic Choice Integration

Product Design - MEWS



# Nordic Choice Hotels

## Loyalty

Nordic asked for a loyalty module in order to be able to use MEWS

Our roadmap already had loyalty programs, but Nordic told us to build them to fulfill some of their requirements.

We worked closely and collaboratively with developers and product managers from other teams besides Accounts to fast-paced build an initial version that could fit Nordic needs while maintaining Mews's vision around the Loyalty feature.

We successfully reached our milestone within the six weeks deadline and expanded the project scope to include more actions involving clients beyond Nordic Choice.

The screenshot shows the MEWS platform interface with a focus on the Loyalty module. A modal dialog box is open, titled 'Loyalty', listing two entries:

Name	Loyalty number	Points	Tier	End date	URL
PRIMARY NCC	<b>9862351457</b>	850	GOLD	<u>02/05/2023</u>	<input type="button" value=""/>
Finair	<b>408569334</b>			<input type="button" value=""/>	<input type="button" value=""/>

The background shows the 'Profile' section of the user 'Judas Booth' with fields for Email, Title, First name, Second name, Second last name, Nationality, Language, Sex, Telephone, and Birth date. Below the profile is a 'Record additional points' section with entries for Compensation (2500 points) and Welcome (850 points), both with 'SUBMITTED' status. Further down are sections for 'Identity documents' (showing a passport issued to United States of America, Missoula, 24/02/1989, 24/02/2029) and 'Addresses'.

# Company Billing

Another contractual feature that needed to be done along the Loyalty implementation.

To implement this feature, we had to manage numerous components.

One of the critical aspects was developing a **billing feature** for companies, as the existing system only catered to customer billing.

We also handled various bill-related actions such as adding, splitting, merging, creating, and transferring between company and customer profiles.

Additionally, the feature had implications for **user permissions** and financial history logs that needed additional work.

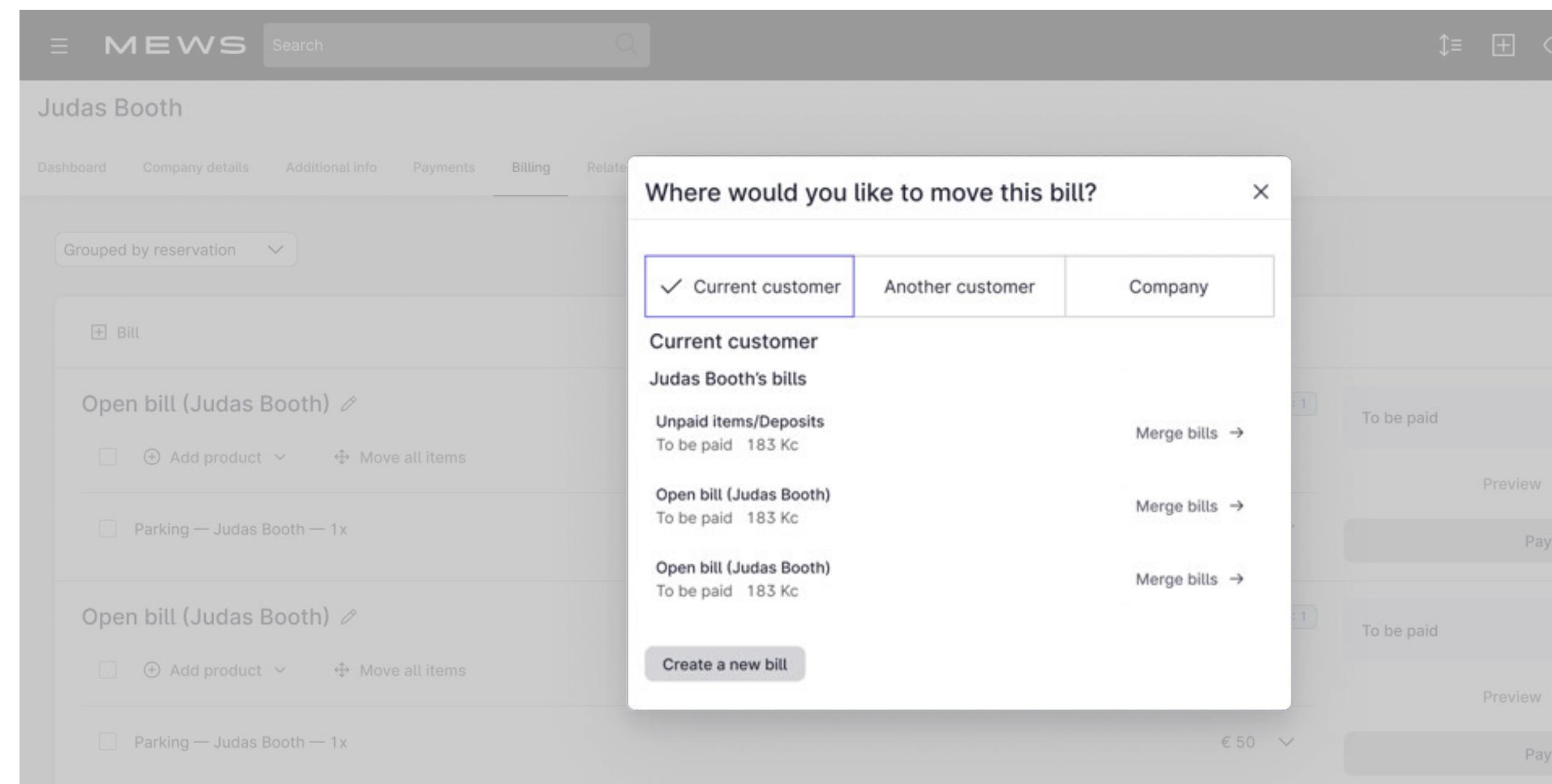
We met our timeframe by successfully **designing and testing** all the features with the Development team by the end of 2022.

Select employee permissions

- No permission
- Admin
- Individual permission

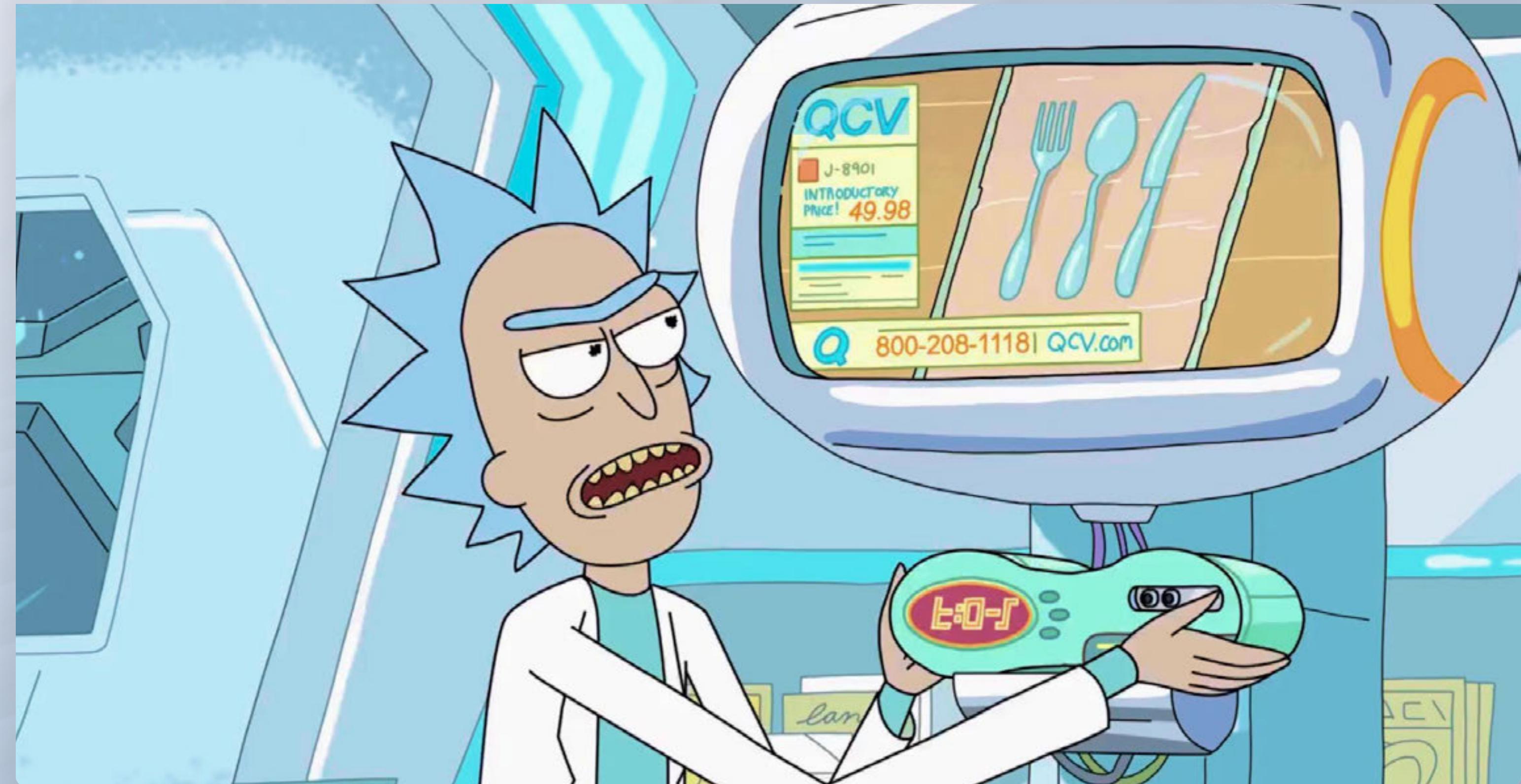
Select permissions

Select All  
 Create and manage product  
 Create and manage product rules  
 Create and manage restrictions  
 Create and manage company billing  
 Create and manage segments  
 Create and manage services



# QVC Plus

Product Design - Axonista



# QVC Plus

Create a successful streaming website for QVC within a 10-week deadline.

QVC asked us to create the missing channel between cable TV and TV apps to ensure **complete coverage** across all platforms.

Part of their strategy was to create a new brand for this channel since it was necessary to drive and engage customers to other products in a seamless experience instead of the current one ([qvc.com](http://qvc.com)).

Keeping this goal in mind, we adopted the approach of utilizing **agile methodologies** to define and refine the project's scope. This allowed us to aim for maximum productivity within the given timeframe.

Our approach emphasizes patterns and flows in the design process while the development team creates a solid foundation based on a shared visual layer.

The screenshot shows the QVC Plus streaming website. At the top, there are search and channel selection icons. Below that, a banner for "Now playing on QVC•2" features a woman in a blue dress waving. The banner includes the show title "Daily Deals with Judas Booth" and the time "18:00 - 19:00". A "Watch Now" button is present. To the right, a large image of the same woman is shown. Below the banner, a grid of four smaller video thumbnails for other shows: "Daily Deals with Judas Booth", "Ready, Set, Grow", "Spring Home Update", and "Outdoor Living featuring Leaf & Petal Designs". Further down, sections for "Shop by Category" (Beauty, Fashion, For the Home, Kitchen), "Just Added" (garden, Shop the Runway, Lori Goldstein), and "QVC in the Garden - 3/21" are displayed. The bottom right corner contains a footer with the text "LOCO by Lori Goldstein Confidential Just Reduced Accesso".

# QVC Plus

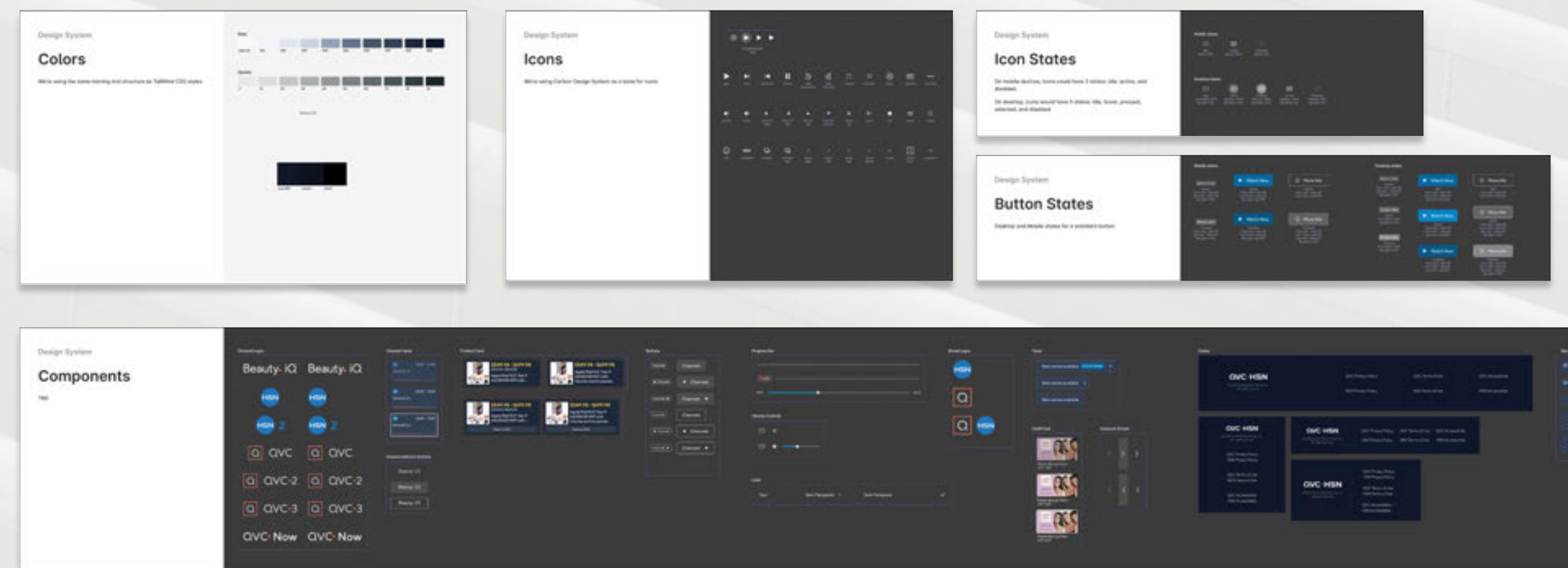
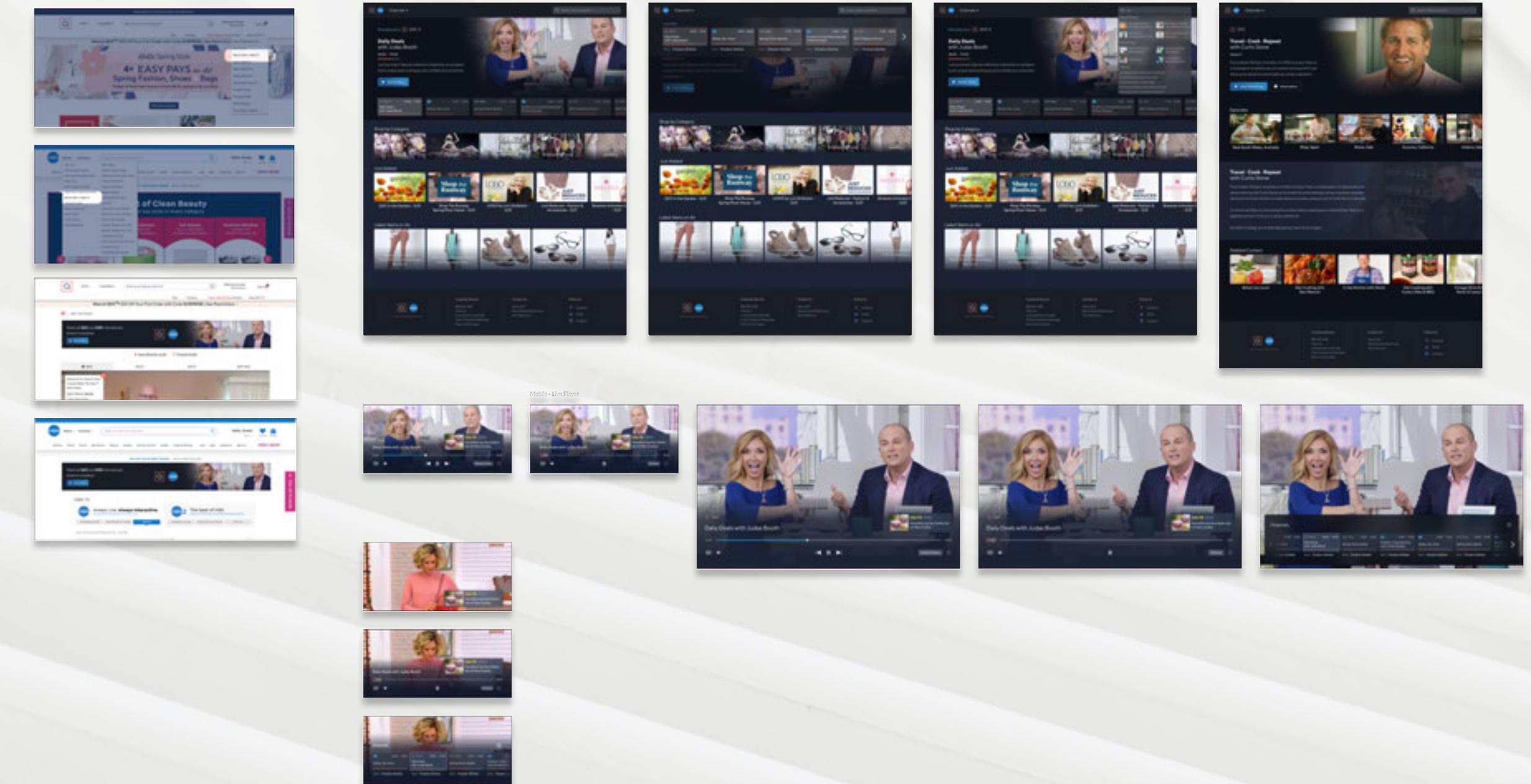
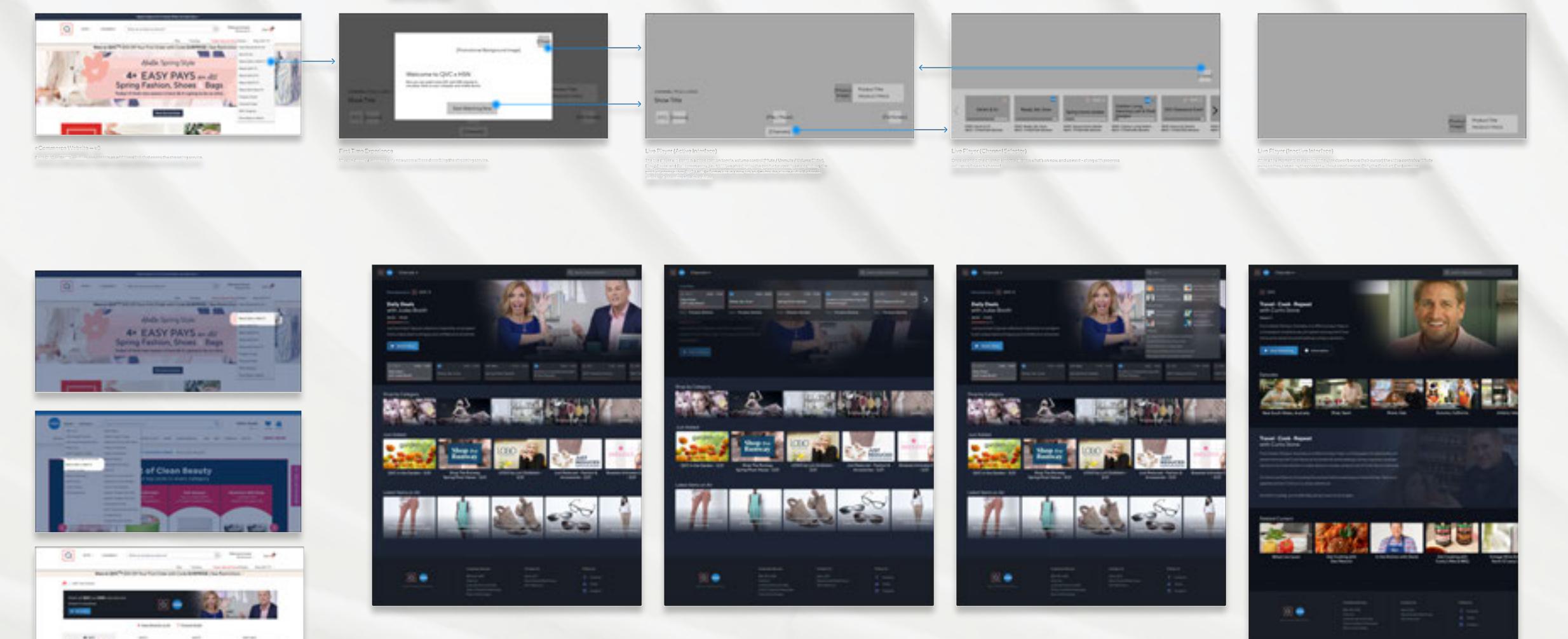
Thanks to the chosen approach, we delivered every week while adjusting the scope several times.

Due to constant communication with the development team, product manager and other stakeholders, we reached the initial milestone with several features done and tested:

- Stream Player for QVC.com
- Splash screen and player on a dedicated domain
- Homepage and player on a dedicated domain
- Home, detail, and player on QVC+

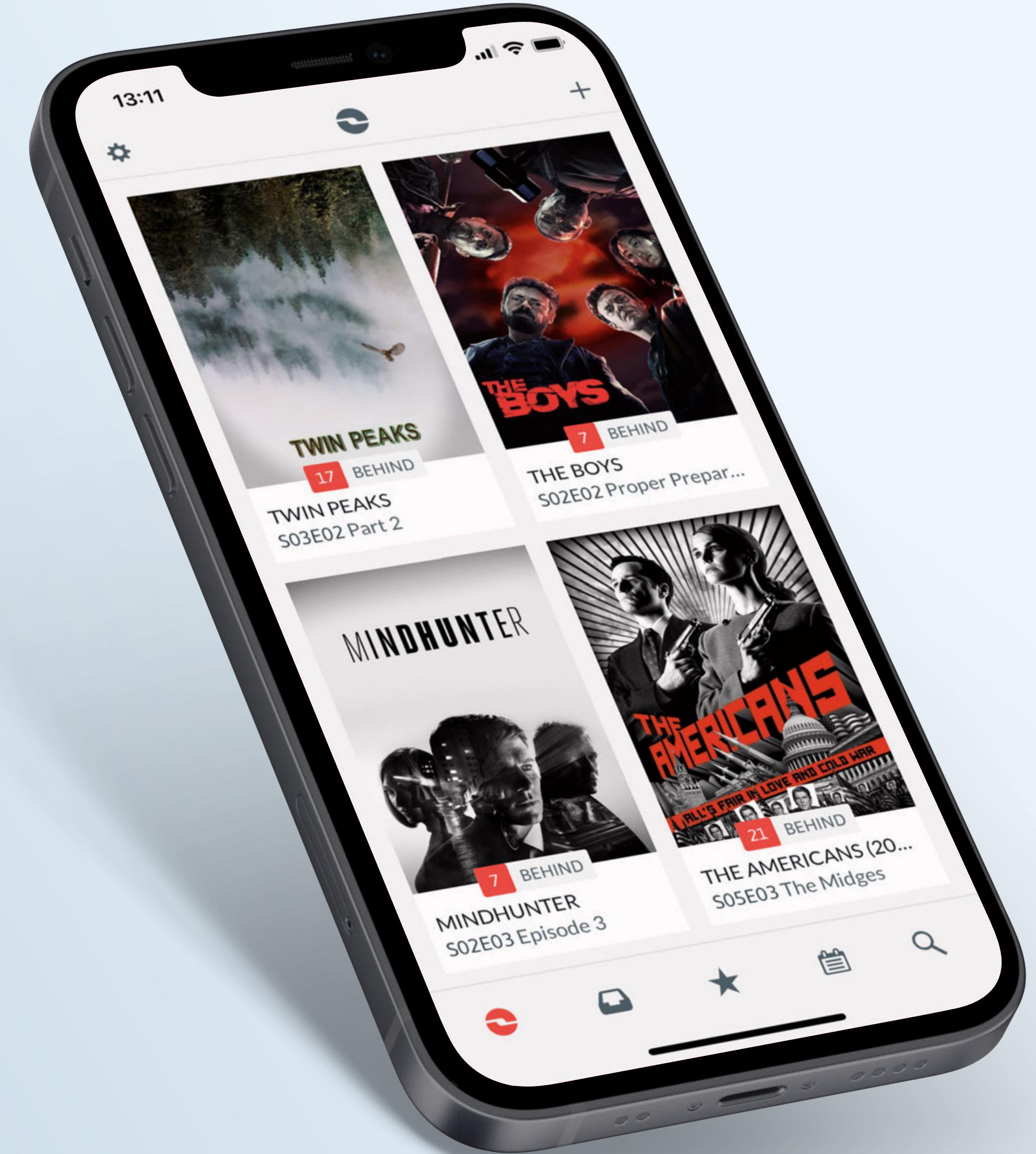


Scan to view the site  
or visit <https://plus.qvc.com>



# ShowPal / iShows

Product Design



# Showpal

A 10-year-old side project that's still up and running

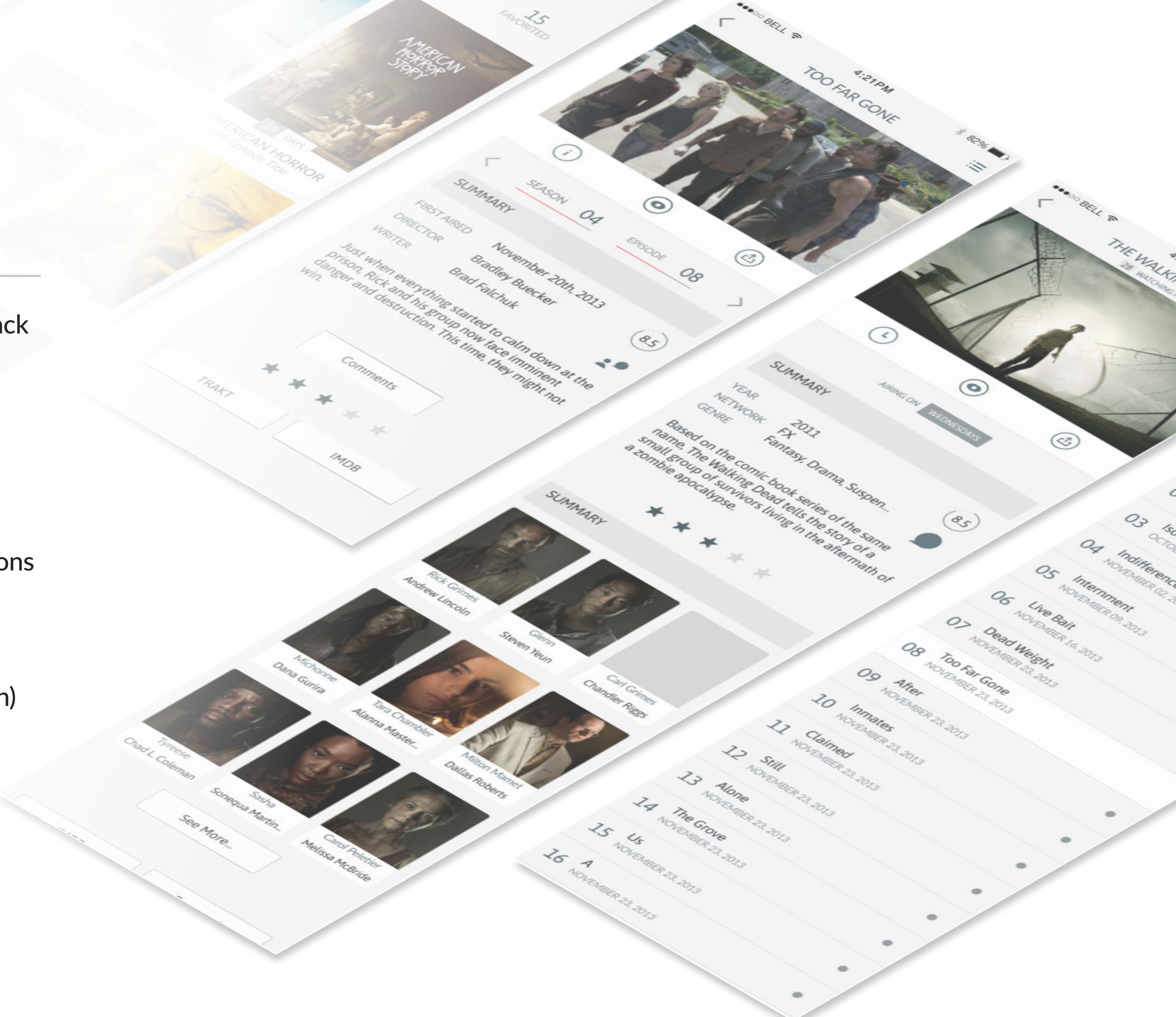
In 2013, we developed an iOS app that lets users keep track of their favorite TV shows.

The app stood out from the rest as we introduced unique features such as customizable themes, including dark and light modes.

Additionally, we created a gesture-driven interface with tons of shortcuts that enhance the user experience.

Other app's features:

- Backup and Sync between devices (Trakt.tv integration)
- Sorting options
- Notifications
- Social layer
- Performance (dedicated server for images)



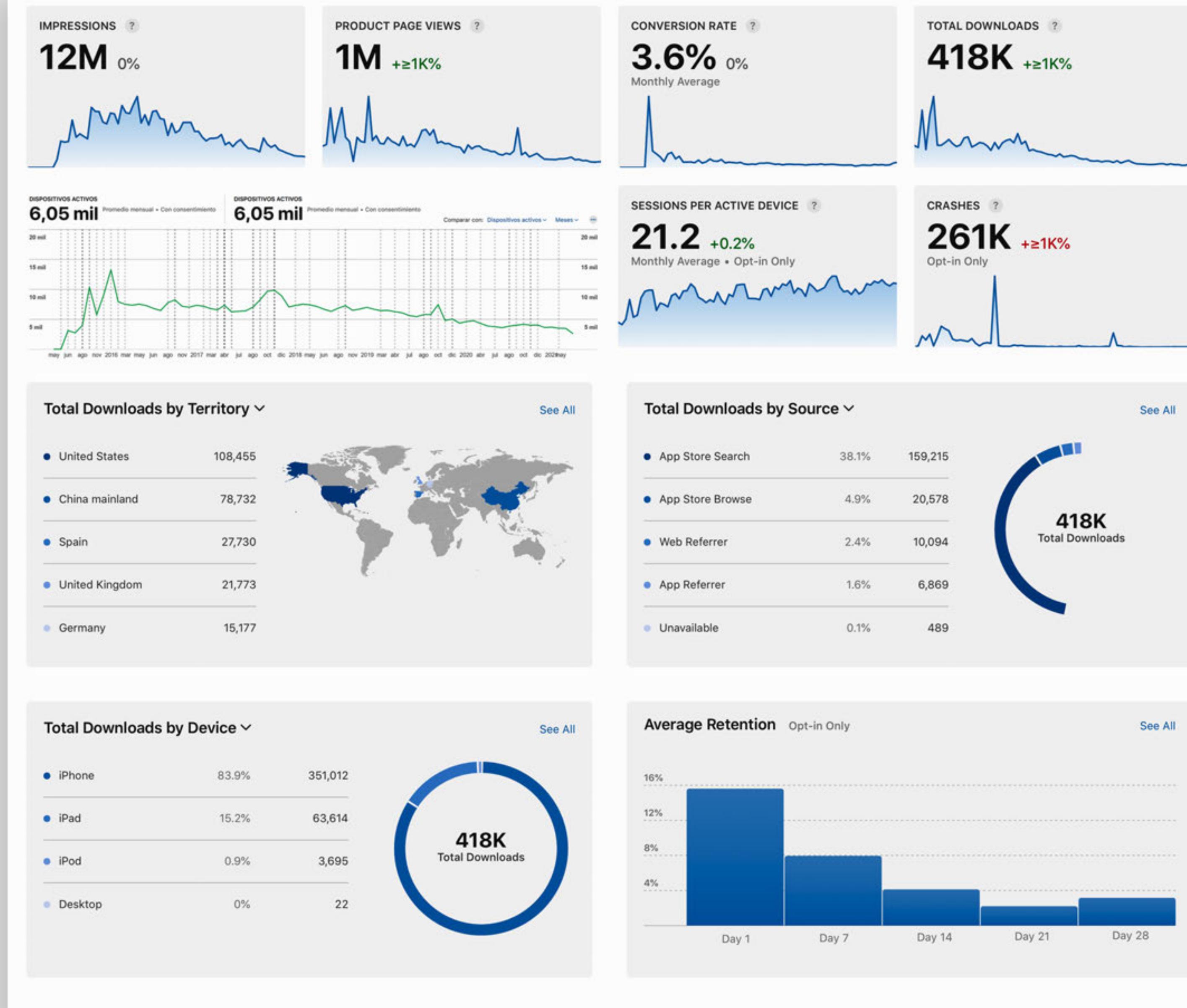
# Some numbers

We have more than **420K** downloads and more than **300K** unique users between the USA, China, United Kingdom, Spain, and Germany.

Feel free to download the app and try it!



Scan to download the app  
or visit <https://t.ly/SyKs>



# Media Player

Product Design - Plex



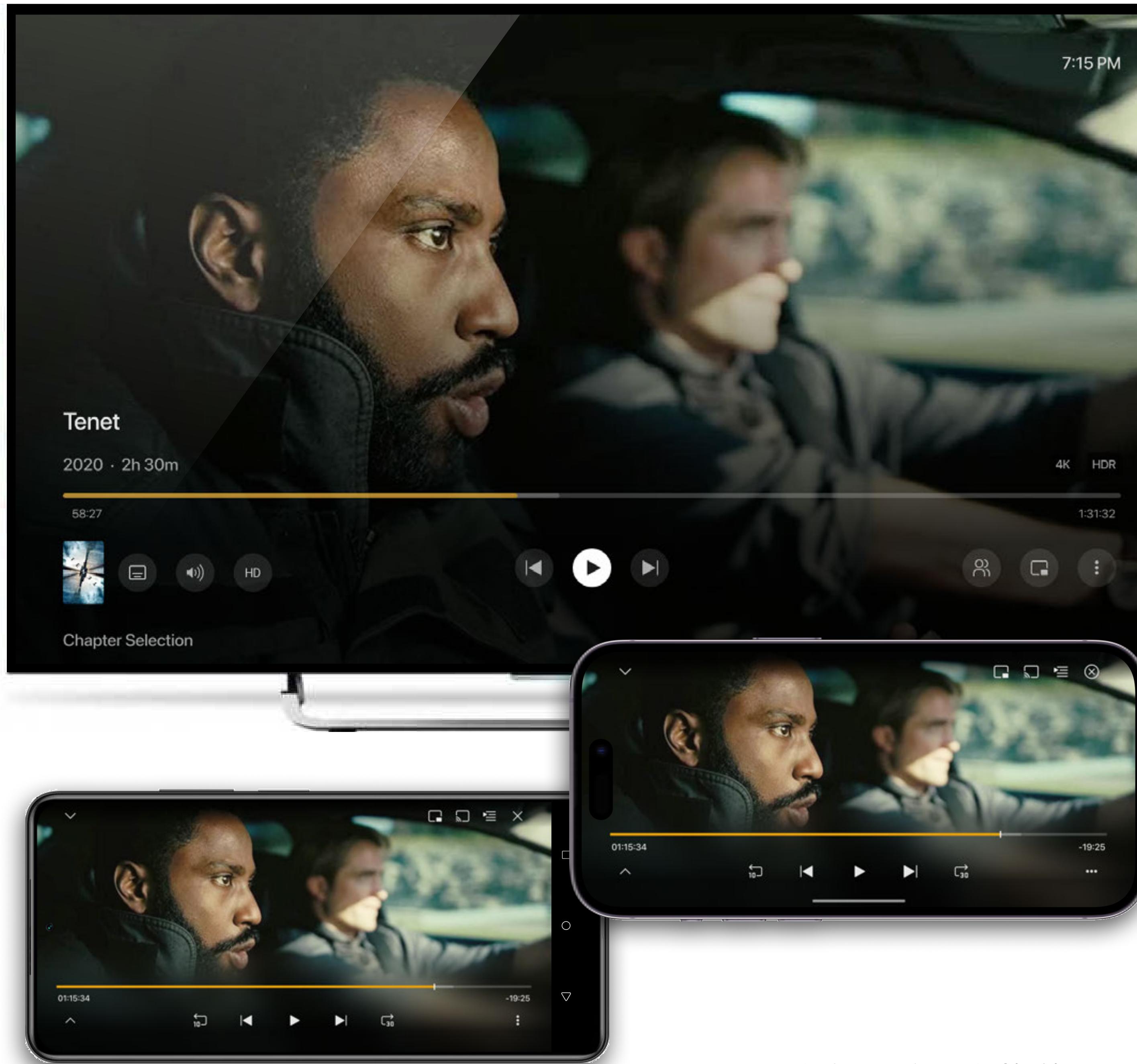
# Media Players

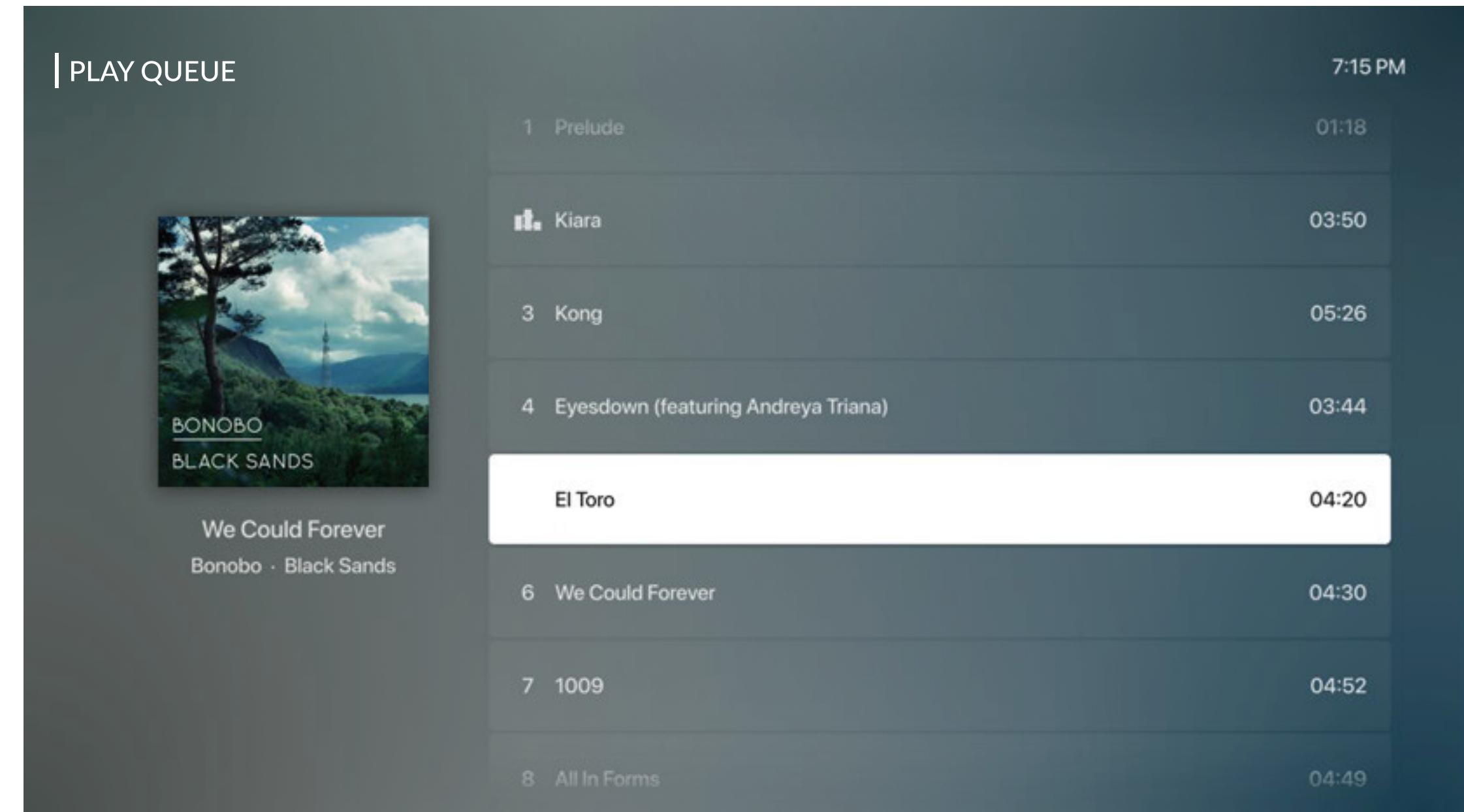
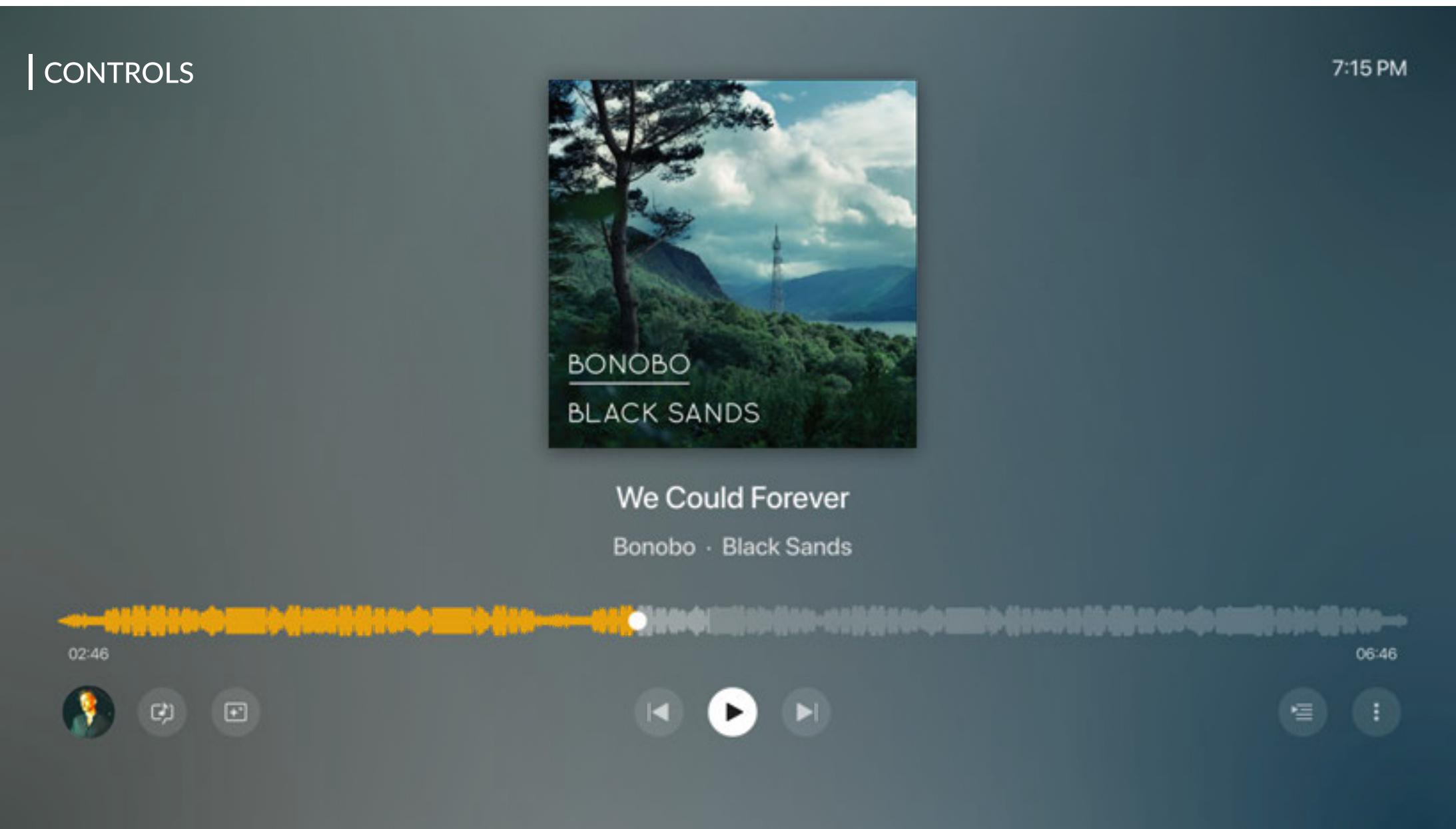
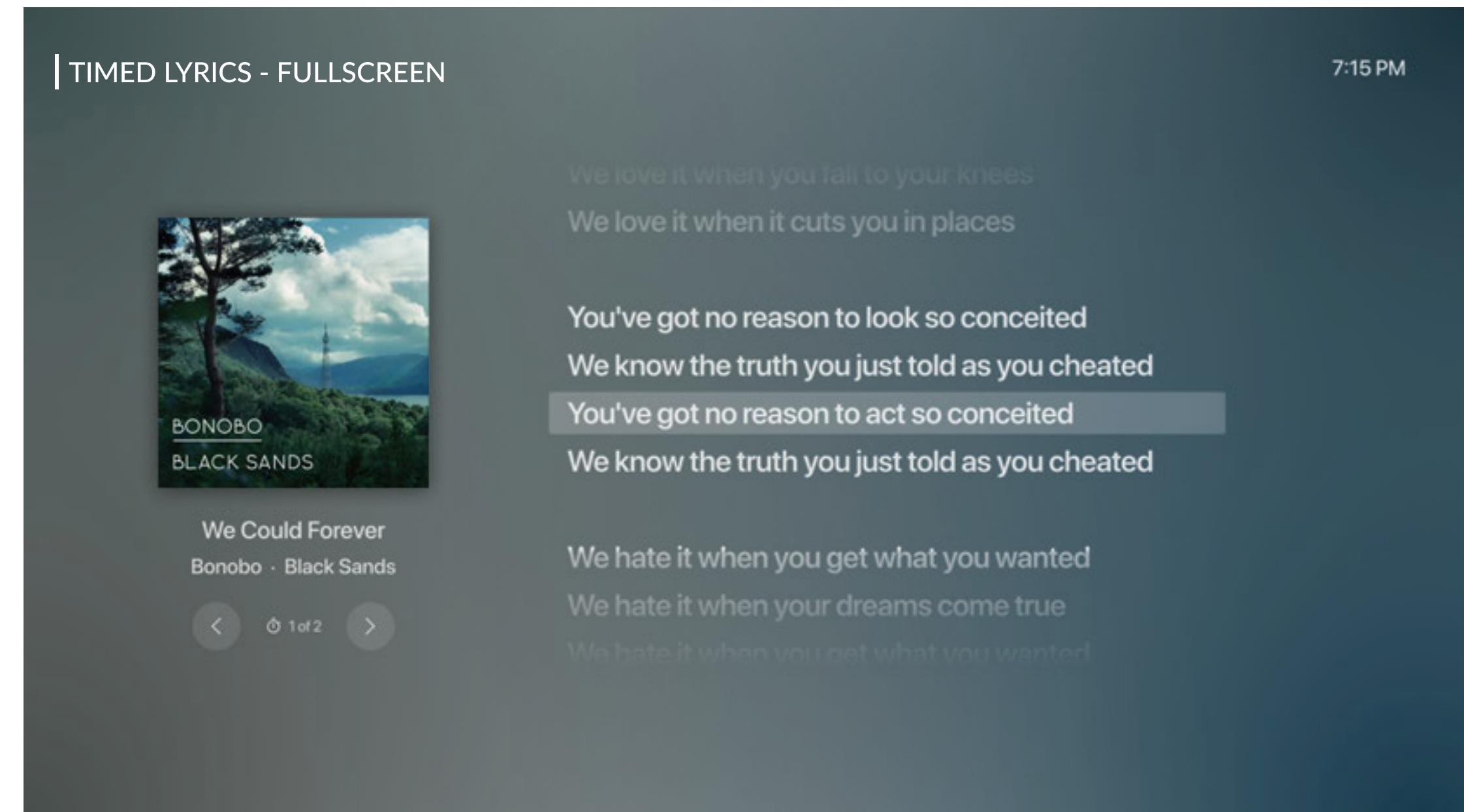
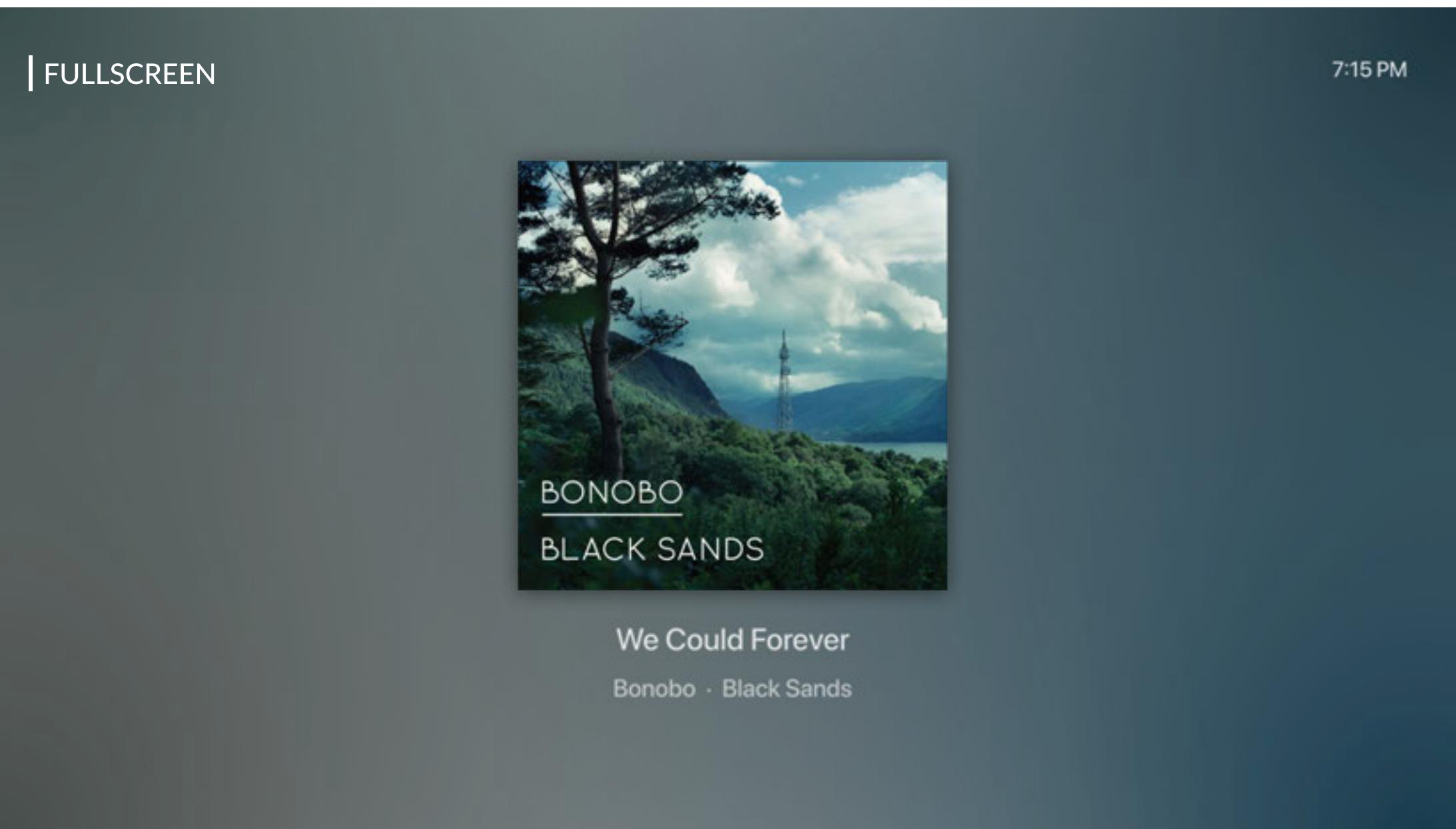
Finding the right balance between UX consistency and the different platform nuances.

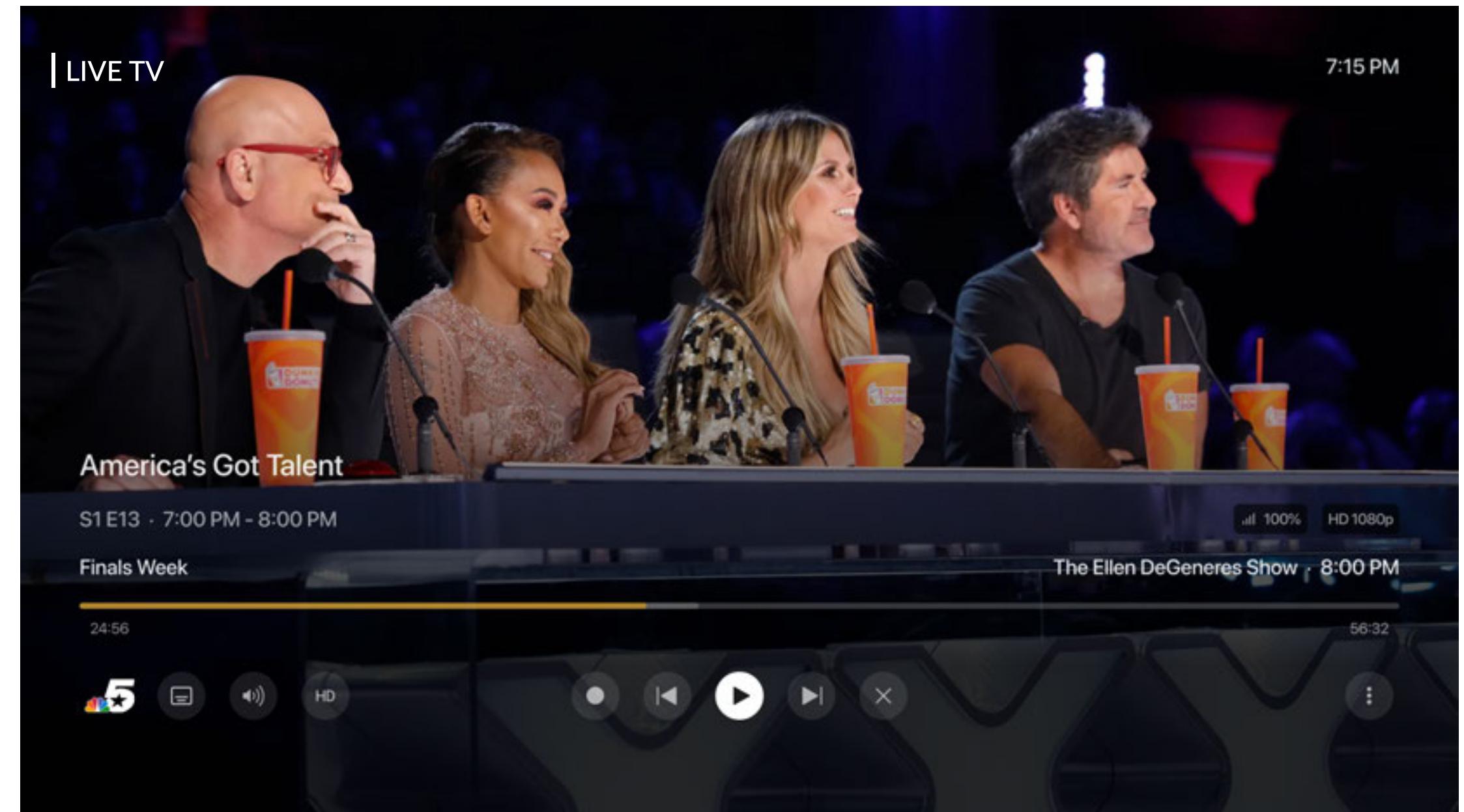
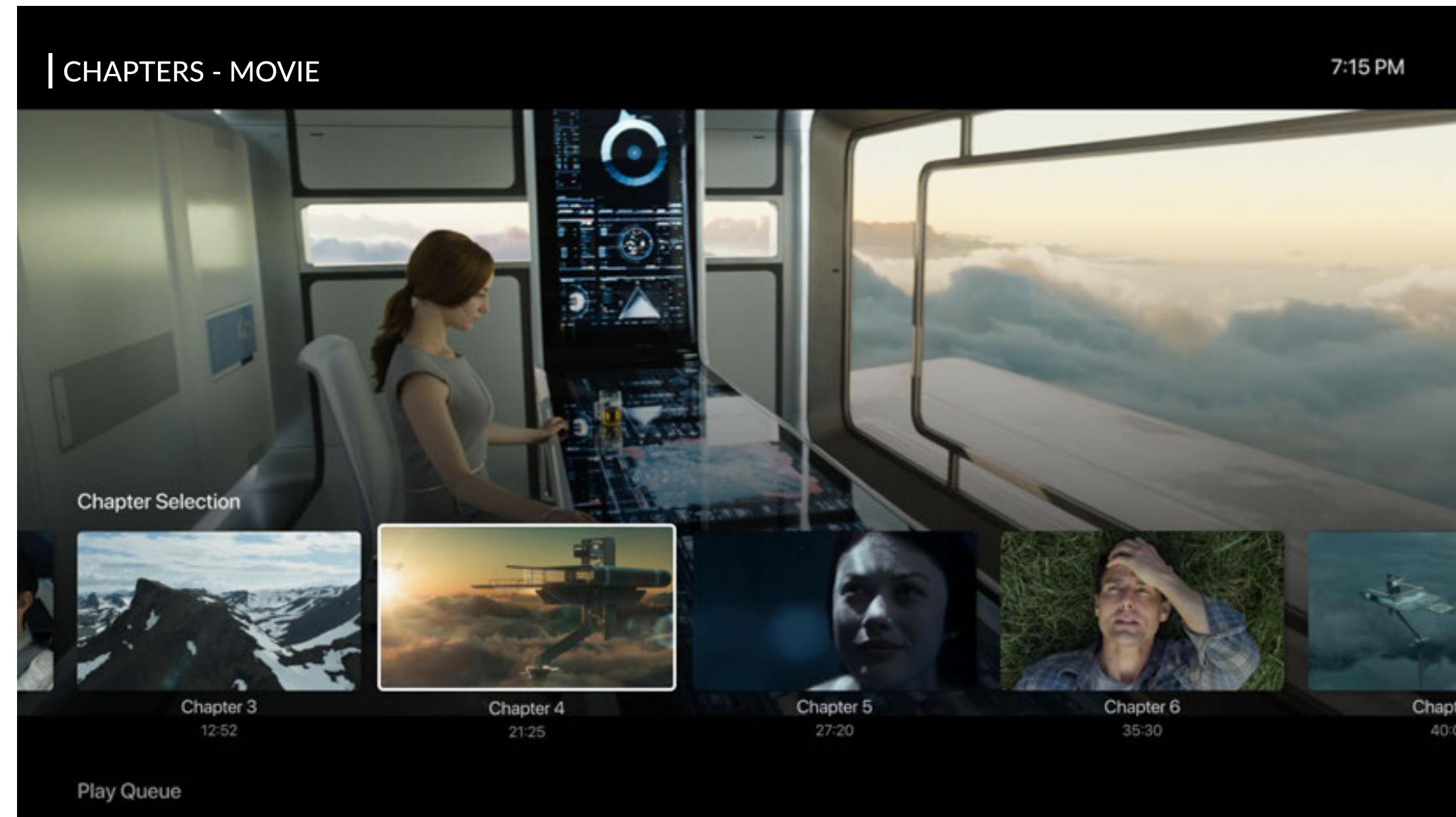
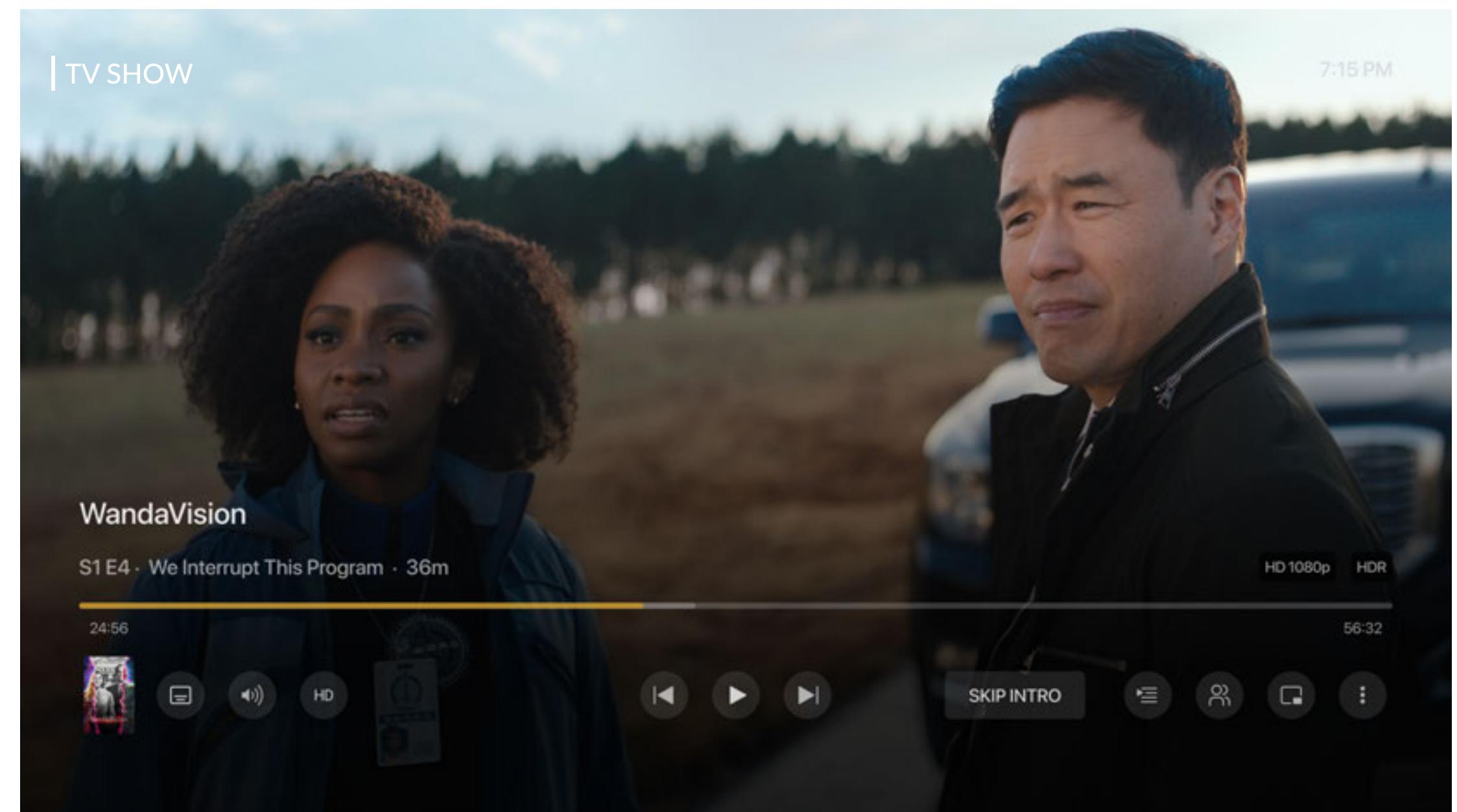
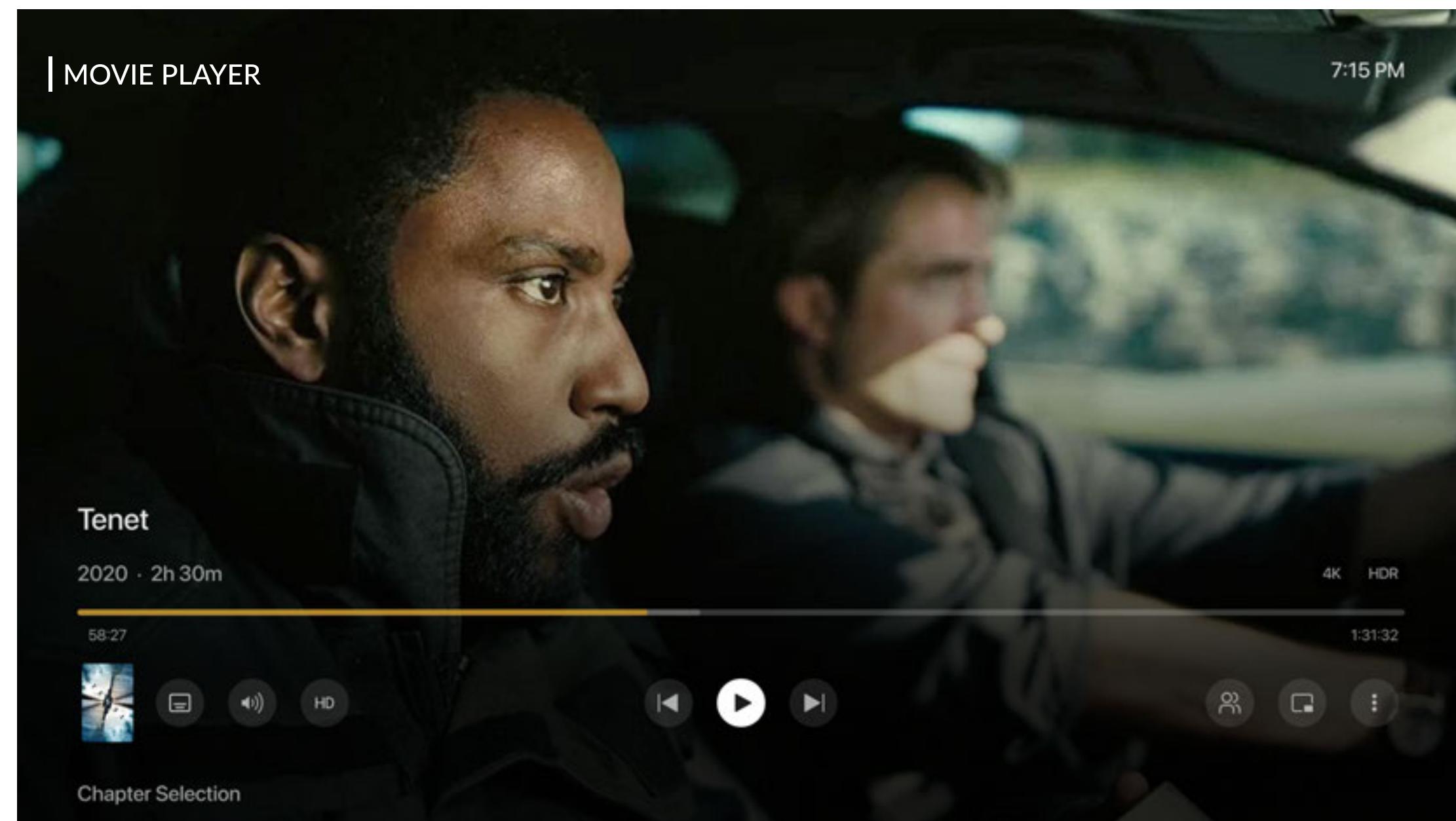
One of the features I was in charge of during my time at Plex was the Media players.

We divided those media players between video (Movies, TV shows, Live TV...) and audio (Music, Podcasts, Audiobooks...)

The challenge was to design the common features for each medium and adding the specifics, along with the platform requirements, so that the players would be useful and consistent in any device.









CHROMA  
DESIGN SYSTEM

# Chroma DS

Product Design / Design Systems - Plex

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# Chroma DS

Chroma was the definitive design system built in Figma after three major iterations.

When we switched from Sketch to Figma, we decided to unify all the previous UI kits and the foundations of our scattered design system into **Chroma**.

We unified icons, colors, spaces, and patterns for all platforms, but accordingly with the specifics of interactions and device input nuances, like touch, pointer, etc.

Product worked closely with Marketing to integrate the brand requirements and with development, to a point where we created a **Figma plugin** that used the same code to generate the backgrounds.

We also have another plugin to grab image and text content to populate any screen we need quickly, which was used often by the Marketing department to generate their visual communication assets.



# Chroma DS

We defined the Design System as a three pillars structure.

## 1. Design Principles

This would cover the system's core and define the use of colors, icons, sizes, grids, and other elements to create a consistent experience across the different platforms.

This is the Plex heart within the design system.

## 2. Components

These are the platform's specifics and would show the specifics of interaction, navigations, transitions, and the rest of the UX patterns that bring Plex to the specific platform without losing its soul.

## 3. Patterns

These are the principal elements and components of the app. Structures like swimlanes, HUBs, artwork containers, lists, menus, etc

The image displays a grid of 12 cards, each representing a component of the Chroma Design System. The cards are arranged in three rows of four. The first row is labeled '1 - Design Principles', the second row '2 - Components', and the third row '3 - Patterns'. Each card features the 'CHROMA DESIGN SYSTEM' logo at the top left. The cards are dark-themed with white or light-colored text and icons. The '1 - Design Principles' row contains cards for 'COLORS', 'DEVICE CANVAS', and 'TEXT STYLES'. The '2 - Components' row contains cards for 'ADDITIONAL BARS', 'BADGES', and 'BOTTOM BAR'. The '3 - Patterns' row contains cards for 'HUBS' and 'MODULES'.

# Mummies

Motion Graphics - Core Animation



# Tablet UI

The movie's Art Director requested my help designing and animating some UI shots.

*"We're showing the bad guy's tablet UI when controlling a remote drone"* - That was the initial briefing of the project.

After conversing about the UI design, we landed on having some accurate references but with the exaggeration needed for the movie's tone and narrative.

The shot duration was also a key factor while defining the art direction.

Based on those requirements, I created designs that could be easily scaled and adjusted in case any tweaks were needed during implementation.



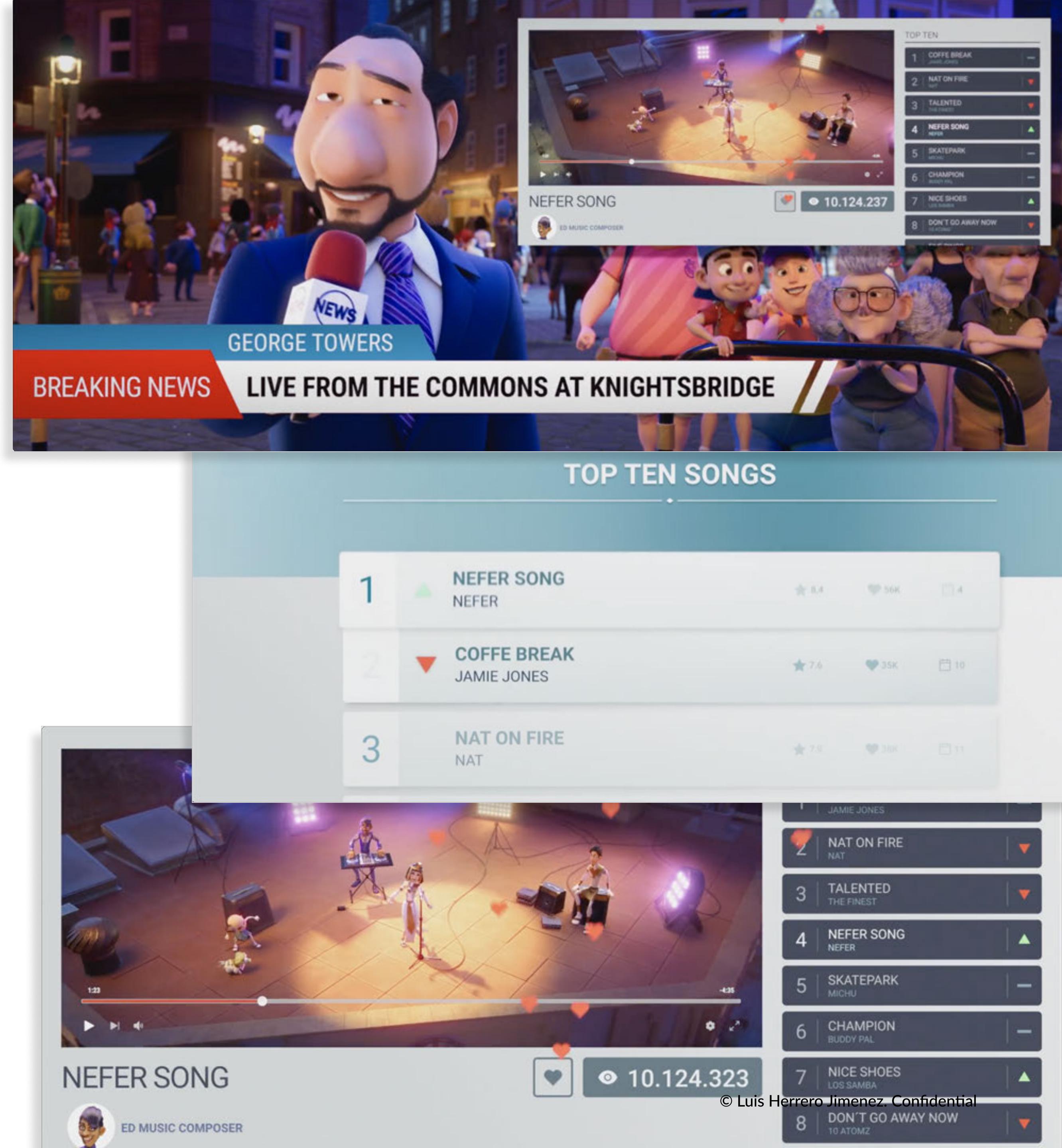
# Sequence montage

After the tablet shots, the director asked me to help them with another sequence involving more UI work.

The idea of this montage was to show the popularity rise of the song in a very short time.

To that end, we created the information panel for the news reporter, the streaming service website with the video playing, and the top chart list showing how the song was climbing up positions until it reached number one.

The editing and the composition were done by myself with the director's supervision.





# Credits roll

Once we realized the vast amount of changes, we created an intelligent solution for the ending credits roll.

By the time the movie was almost finished, one of the producers contacted me to help them solve the problem with the credits roll: They had changes almost daily, and generating in a traditional image software like Photoshop could take tons of hours.

So I made a Figma file that relied on design tokens for all its values, including fonts, sizes, colors, spacing, and margins. The file was also constructed using auto layout, enabling effortless modifications such as changes, additions, or deletions.



## STORYBOARD

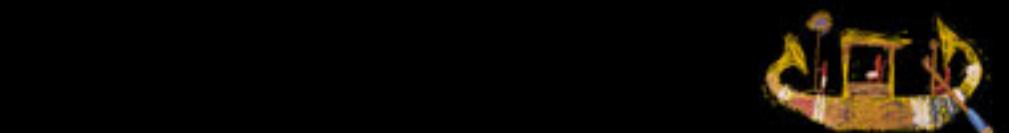
STORYBOARD SUPERVISOR TALÍA GAMARRA  
STORYBOARD ARTISTS PEDRO PÉREZ VALIENTE  
J. DE DIOS POZUELO  
JUAN PABLO NAVAS ROSCO  
SANTIAGO VÉLEZ  
JUAN CARRILLO  
RODRIGO RODRÍGUEZ  
MARIO SERRANO  
JOSÉ PRATS

### ADDITIONAL STORYBOARD ARTISTS



## LAYOUT

LEAD LAYOUT - LAYOUT 3D ARTIST CHRISTIAN GARNEZ  
LAYOUT 3D ARTISTS SANTIAGO SÁNCHEZ (CORE)  
ANDRÉS MARTÍNEZ (CORE)  
EDUARDO OLIDEN HERMIDA  
IVÁN CANO  
SERGIO CANO  
MARTA GARCÍA PARDO  
MATÍ BENLLOCH CRESPO  
ERNESTO CABEZA  
TRAINNEES LUIS TABERNERO GARCÍA  
MARTA CABALLERO FDEZ-VALENCIA



## ART DEPARTMENT

CHARACTER CONCEPT DESIGN PATXI PELÁEZ  
IGNACIO GÜEJES  
PEDRO PÉREZ  
ADDITIONAL CHARACTER CONCEPT DESIGN MARIO SERRANO  
MARÍA VELA  
MIGUEL ALAMINOS  
SETS & PROPS CONCEPT DESIGN FABIÀ SANS  
MARCOS CALO  
IRENE ANTÓN



# Future Nature

Motion Graphics



# Future Nature

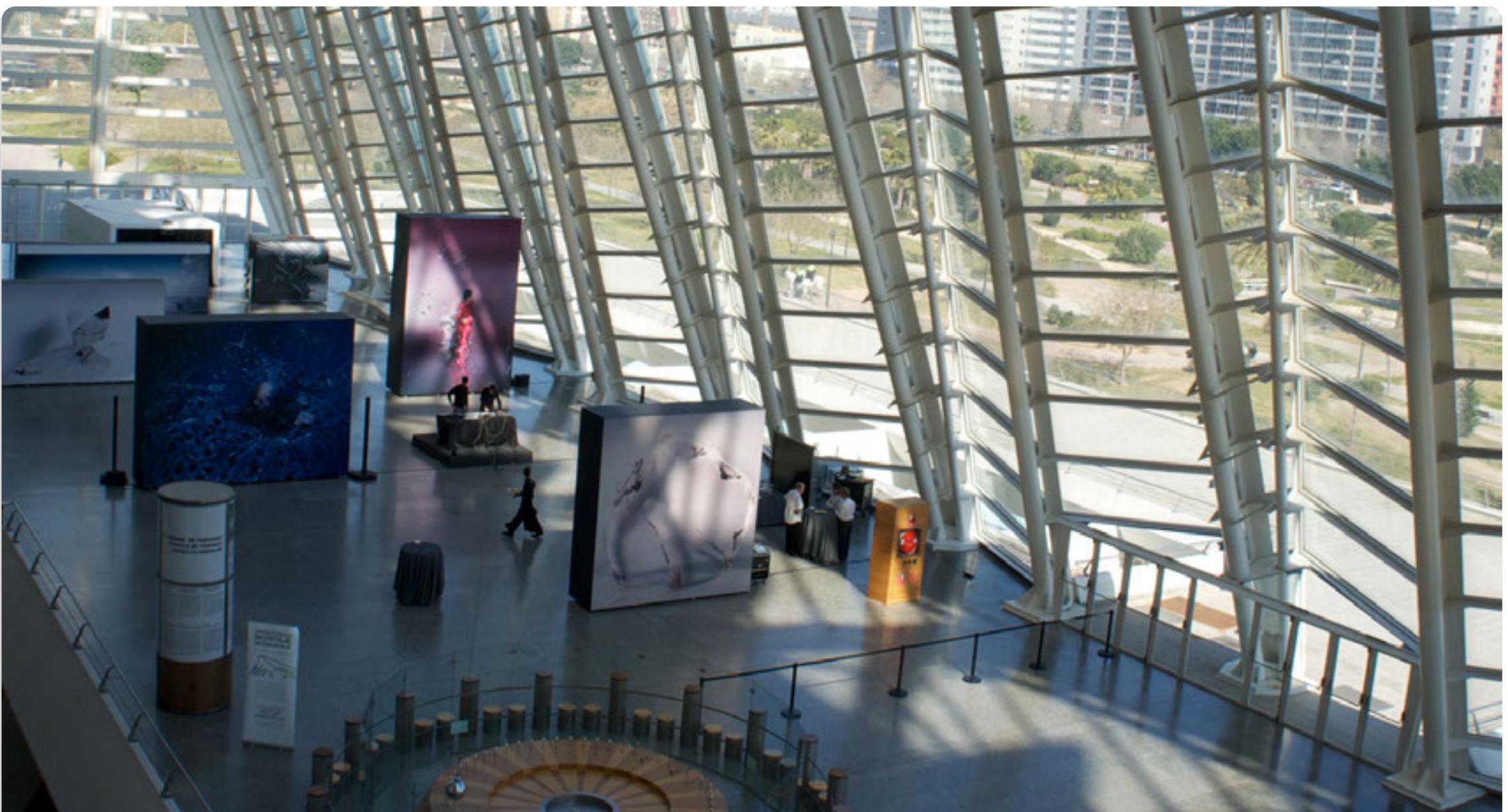
A conceptual and visual proposal about the possible future of our planet built with images, sound landscapes, and motion graphics.

Bernardo Rivavelarde asked me to help him to create the motion narrative of his Future Nature project.

Collaborating closely with The Lab, who created the exceptional soundtrack, we breathed life into Bernardo's impressive still images. We dedicated several weeks to perfecting the tone, motion language and creating a narrative for the final animation.

The heart of this art piece is all about creativity. We explored many different ways to express it, as long as it worked with the narrative of the animation.

We use lots of different animation techniques. From frame-by-frame animation to programmatic one using expressions.

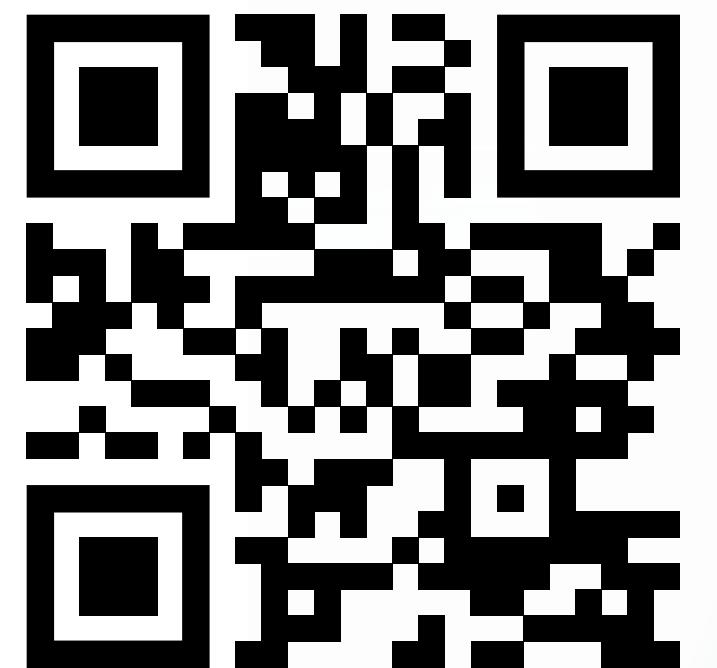


# Future Nature

## The Premiere

In 2012, Future Nature was presented at the Museo Príncipe Felipe en La Ciudad de las Artes y las Ciencias de Valencia, Spain.

The exhibition was in Valencia from March 14, 2012 to January 7, 2013, but due to success with more than 1.5 million visitors, it was extended until April 14, 2013.



Scan to watch the movie  
or visit <https://vimeo.com/36300076>



# Thanks

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[www.luisherreno.es](http://www.luisherreno.es)

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