Details

Cel: 21 96 5254620
email: flor13hj@gmail.com

LinkedIn:
www.linkedin.com/in/
florhernandez13
Behance:
- www.behance.net/FHJMX
- www.behance.net/
FLORHJMXBR
Web page Portfolio:
https://www.florhj.com

Skills

Adobe Creative Suite:
XD, Illustrator, Photoshop,
InDesign Figma
Zeplin
Slack
Miro
Jira

Languages

Spanish - Native

Portugues - Biligual

English - Advance

Certifications

TOEFL ITP

CELPE-BRAS. Portugués.

Certificate of Membership

Psychology of Interaction Design:
The Ultimate Guide

UX Research: avaliação heurística

Flor Hernández Jiménez

UX Designer Pleno

Niterói, Río de Janeiro, Brasil

Flor Hernandez is a Senior UI / UX Designer and Researcher. Strategic planning and project management expertise. Master's degree in Industrial Design from the National Autonomous University of Mexico. She has experience working with both desktop and mobile apps. Her projects include topics such as Virtual Reality, Human-Computer Interaction, User Research, Psychology of Interaction Design, Emotional Design, Heuristics, Agil Methodology, VR Interactions. She focuses on develop high-impact product according to user experiences needs, and stake-holders demands. User Centred Design and Design Thinking are her principal methodologies.

Figma, Adobe XD, Zeplin, Illustrator, Photoshop, InDesign.

Employment history

Editora Globo
UX Designer Pleno
septiembre de 2021 - Present (1 año 8 meses)
Brasil

UX Designer in charge of UX-UI Globo digital products demands for desktop and mobile such as: TechTudo, O Globo, Casa e Jardim, Casa Vogue, Vida de Bicho, CBN app. She has worked with user behavior research, persona, metrics evaluation (Google Analytics and Hotjar) Heuristics and functionality test, usability and user flow. Wireframes, layouts, high fidelity prototypes, Design System, documentation and Jira stories. Agile Methodology and kanvan board.
Softwares: Adobe XD, Zeplin, Photoshop, Illustrator, InDesign, Figma, Jira, Confluence, Slack, Miro.

Ebix Latin America
Designer UX-UI
diciembre de 2020 - septiembre de 2021 (10 meses)
Río de Janeiro, Brasil

Responsable for UX-UI mobile and desktop apps demands that included: User's flow, wireframes and layout, arquitetura information, navegavel prototype, new features design, usability test. Agil Methodologies. Principal stakeholders: Bradesco and Ebix Latinoamericana. UX and digital products evaluation for digital area reports, focusing on improvement of SIGS-JIRA work flows. Softwares: Adobe XD, Figma, Zeplin.

Gavia Design Studio
Freelance Senior Designer
enero de 2012 - diciembre de 2020 (9 años)

Branding, UX-UI consulting, Web Page, Project Development, Illustration.
FB: @gaviadesignstudio

Gavia Studio Design is my way to abord my freelance work out there

Intero LLC
Lead UI/UX Designer and Researcher
febrero de 2018 - octubre de 2019 (1 año 9 meses)
México-Brasil

UX Researcher and Designer.

Activities:

Flor was in charge of UX-UI design for virtual reality personal trainment VROW app, and VRSKI personal trainment Intero app for its beta version for iOS.
UX-UI evaluation and coordination for immersive experience and design of new features for users perfomance for its second release, exclusive for teams treinment, iPad version.

- Usability and heurictics test
- Persona
- Stakeholders profile
- Metrics, Qualitative and quantitative research.
- Target Market and Market Strategy Campain
- Components, layout and prototypes.

Design Thinking. User Centred Design. Agile Methodology. Human Computer Interaction. Information Arquitecture. Cognitive evaluation for UX and VR immersion.

 Activity Team Product Report for VROW AND VRSKI app
- Design Team Sprint Organization.
- Internal communication planing.
- Goals and outcome statement reports.

Education

UX Research: heuristic Evaluation.

Alura (2021)

The Interaction Design Foundation

Psychology of Interaction Design, Emotional Design. · (2017 - 2018)

Posgrado en Diseño Industrial, UNAM.

Industrial Design Master Degree. · (2009 - 2011)

Escuela de Diseño del Instituto Nacional de Bellas Artes, México.
EDINBA.

Design Bachelor Degree. · (2001 - 2006)