

Flor Hernández Jiménez

Lead UX-UI Designer | Product designer| UX Researcher
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Introduction

Trilingual (Spanish, Portuguese, English) Lead Product Designer with 10+ years of experience in mobile-desktop product design, specializing in behaviorally informed solutions for user acquisition, onboarding, and long-term retention. I combine UX/UI expertise with behavioral psychology, A/B testing, and user research to design scalable, human-centered experiences that drive measurable growth. Personally committed to mental health and ADHD care, I thrive in fast-paced, experimentation-driven environments where design directly improves users' daily lives. My goal is to help Inflow scale its impact by crafting engaging, inclusive, and science-backed product experiences.

Work History

UX Designer Pleno | Editorial Globo / Brazil

2021 - Present

- Lead and design **mobile/web experiences** for 12 digital magazines under Globo and Condé Nast (Vogue, GQ, Casa Vogue, etc.) UX strategy to boost engagement, conversion, and retention. **Improving SEO positioning and Google Analytics performance** during 3 years. Familiarity with **accessibility** standards (WCAG).
- Applied **behavioral psychology** and **UX research** to develop onboarding flows and A/B tests that increased stakeholder sales by 35% (Amazon, Mercado Libre, Casas Bahia) and reduced churn by 15%.
- Conducted continuous **discovery, journey mapping, and data analysis** to inform product decisions across the acquisition, activation, and retention funnel.
- Maintained and scaled design systems in Figma to support **agile iteration** and consistent user experiences.
- Tested low- and high-fidelity prototypes to **ensure intuitive and efficient user flows**.
- Successfully delivered simple, **scalable and engaging user experiences** that increased content recirculation, boosted affiliate brand purchases, and continuously generated user feedback, helping us personalize experiences, enhance retention, and attract new readers.

UX-UI Designer | Ebix Latinoamerica / Brazil

2020 - 2021

- Redefined UX for Bradesco Bank's mobile and desktop dashboards, improving admin efficiency and **onboarding usability**.
- Conducted cognitive walkthroughs, **pain-point analysis, and heuristics** to uncover opportunities for functional and behavioral improvements.

UX Designer Consultant | Gavia Design Studio / México

2021 - 2021

- Consulted for **eCommerce, EdTech, B2C, and Government** clients to deliver user-centered design and **growth strategies**.
- Designed and optimized user flows, content architecture, and accessibility features to drive product usability and inclusivity for end to end projects in high-**complexity environments**.

Lead UX Designer and Researcher | Interro LLC / Brazil-Mexico-USA

2018-2019

- Led the **UX strategy for VR immersion**, supervising the design for VR glasses to ensure usability, ergonomic comfort, and optimal affordance feedback. Application of qualitative and quantitative tests including personas, user interviews, participant observation, and storytelling. Improved usability and immersive feedback in VR environments through performance-based testing.
- Applied **Human-Centered Design, Design Thinking, and Design Sprint methodologies** to guide the design and testing process.

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- Conducted heuristic evaluations, usability testing, and performance analysis aligned with **business metrics and product goals.**

Education

[UX Research: avaliação heurística](#), Alura, Brazil | 2021

[IxDF - The Interaction Design Foundation](#), Psychology of Interaction Design, Emotional Design | 2017-2018

UNAM, Industrial Design Master Degree | 2009-2011

Escuela de Diseño del Instituto Nacional de Bellas Artes Design Bachelor's degree | 2009-2011