

Flor Hernández Jiménez

Senior Product Designer | Systems Design | UX Research | Enterprise & SaaS Products

floruxdes@gmail.com | [WhatsApp](#) | [LinkedIn](#) | Portfolio | PLAYA DEL CARMEN, Mexico.

Introduction

Designing systems around how people think, behave and interact.

Trilingual Senior Product Designer with 10+ years of experience designing digital products across enterprise, financial, media, SaaS, VR and emerging technology environments.

I specialize in transforming complex business, operational and human needs into scalable digital products by combining **Systems Thinking, UX research, information architecture, cognitive and behavioral principles, interaction design and design systems.**

My work spans the end-to-end product lifecycle, from discovery and problem framing to workflow design, prototyping, validation and delivery. I collaborate closely with Product, Engineering, Data and business stakeholders to understand how **people, information, technology and operational processes interact within complex environments.**

My approach connects Systems Thinking with human-centered, cognitive and behavioral design. My studies in neuroplasticity and brain development, psychology of interaction design and heuristic evaluation inform my interest in human cognition and behavioral patterns, helping me translate complexity into understandable, scalable and meaningful product experiences.

Core Expertise

Product & Systems

- Product Design
- Systems Thinking
- Systems Design
- Information Architecture
- Business Process Modeling
- Complex Workflows
- Product States
- Design Systems

Research & Human Behavior

- UX Research
- Behavioral Patterns
- Human Cognition
- Heuristic Evaluation
- Usability Testing
- Psychology of Interaction Design

Design & Delivery

- Interaction Design
- Prototyping
- Enterprise UX
- Responsive Design
- Accessibility
- Design QA

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Work History

Product Designer | Bertoni Solutions | Peru-Switzerland

Jan - 2026 May - 2026

- Lead and coordinate Product Design for digital products across **Financial Services and Agribusiness**.
- Drive end-to-end product design from discovery and business understanding through information architecture, interaction design, prototyping and delivery.
- Design scalable product ecosystems that connect business strategy, operational processes and user needs.
- Collaborate with Product Owners, stakeholders and Engineering to define workflows, requirements, states and reusable product patterns.
- Develop scalable Design Systems and product workflows using **Figma and AI-assisted processes**.
- Apply Systems Thinking to complex enterprise products, translating fragmented operational processes and conditional business rules into understandable digital experiences.

Featured project: Advance Factoring

- Mapped a complex factoring ecosystem involving Commercial, Operations, Treasury and Client stakeholders.
- Conducted domain discovery with the Financial Director and Operations to understand existing approval and validation practices.
- Identified six existing approval profiles as relevant business-domain knowledge.
- Collaborated with the Product Owner to design **one reusable validation process capable of independently evaluating eight debtor types**.
- Translated conditional financial requirements into validation configurations, checklists, product states and actionable next steps.
- Designed the operation lifecycle, information architecture and end-to-end operational experience.
- Collaborated with Engineering around system constraints, states, permissions and BFF architecture.
- Supported explicit, testable product behavior across validation and operational flows.

UX Designer Pleno | Editorial Globo | Brazil

2021 - 2026

- **Led UX and Product Design initiatives for web and mobile experiences across a portfolio of 12+ digital media products within Globo and the Condé Nast alliance.**
- Collaborated with Product, Technology, Data, Advertising and business stakeholders in a highly competitive and regulated environment.
- Designed and validated product experiences across the end-to-end lifecycle, including discovery, research, information architecture, interaction design, prototyping and usability testing.
- Led UX research using quantitative analysis, heuristics evaluation and user-centered methodologies to improve advertising and content experiences.
- Contributed to scalable design patterns and cross-product components supporting efficiency and consistency across the ecosystem.
- Worked with SEO and analytics performance to inform product and content decisions.
- **Contributed to initiatives associated with a reported 35% increase in page views, 25% growth in affiliate sales during Q1 2025, and a 15% reduction in churn.**
- Applied accessibility, heuristic evaluation and functionality testing to improve usability across digital products.

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Senior Product & Digital Experience Designer | Gavia Design | Brazil- Mexico-USA

2021 – Present

- Conduct digital research to understand how users discover, evaluate and interact with fashion brands across **Instagram and web experiences**.
- Analyze the customer journey from social content and product discovery to website navigation and conversion opportunities.
- Identify friction, behavioral patterns and gaps between Instagram, the website and the purchase journey.
- Design recommendations to improve the connection between **content, product discovery, user experience and conversion**.
- Develop and structure digital strategies for organic visibility across **SEO, social media and web touchpoints**.
- Define content formats and communication systems—including short-form video, imagery, carousels and editorial copy—to support different stages of the user journey.
- Support analytics and measurement initiatives using tools such as **GA4 and Meta/Pixel tracking**, where applicable to the project scope.
- Create ongoing monitoring frameworks to evaluate digital performance and identify opportunities for iteration and optimization.

UX-UI Designer | Ebix Latinoamerica-Brazil

2020 - 2021

- **Led UX improvements for financial and enterprise products, including projects developed for Bradesco Bank.**
- Designed desktop dashboards and management interfaces for complex operational systems.
- Identified usability, workflow and accessibility issues within existing products and translated findings into improved interaction models.
- Redesigned legacy product layouts and contributed to new product experiences within a three-month delivery cycle.
- Applied heuristic evaluation and UX principles to improve internal workflows and system usability.

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

2018-2019

- **Led UX strategy and research for two immersive Virtual Reality training products: VR-SKI and VRow.**
- Designed end-to-end experiences for individual and group VR training contexts.
- Coordinated multidisciplinary collaboration across design, business and technology.
- Conducted qualitative and quantitative research, including interviews, observation, usability testing and heuristic evaluation.
- Designed information architecture, user flows, wireframes and interactive prototypes.
- Focused on usability, ergonomics, affordance and cognitive performance in immersive environments.
- Contributed to product launch strategy, target-market definition and product-market fit.
- Successfully supported the launch of two VR training products.

Education

UNAM, Master's Degree in Industrial Design | 2007 -2011

Escuela de Diseño del Instituto Nacional de Bellas Artes Bachelor's degree in Design | 2001-2006

Additional Studies

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Colectivo transdisciplinar de estudios sociales

Neuroplasticity & Brain Development | Mexico, 2026.

Metacognition and neuroplasticity | Mexico, 2026.

Emotional neuroscience | Mexico, 2026.

Social and affective neuroscience | Mexico, 2026.

UX Research: avaliação heurística, Alura, Brazil | 2021

IxDF - The Interaction Design Foundation,

Psychology of Interaction Design | 2017-2018

Emotional Design | 2017-2018

Languages

Spanish - Native speaker

Português - Fluent

English - Professional

Tools

Design & Collaboration

Figma · FigJam · Miro · Adobe Creative Suite · Jira · Confluence

Research & Analytics

Google Analytics · Hotjar

AI-Assisted Design

ChatGPT · Claude · Claude Design