

Alejandro Hernandez

thescarydoor.design | me.jandro@gmail.com | 951.675.0088 | linkedin.com/in/me-jandro

Education

California Institute of the Arts

Bachelor of Fine Arts Degree
in Graphic Design

August, 2008 — May, 2012

- Completed the design program and studied under its hugely talented and respected faculty
- Focused studies include typography, composition, UX/UI, art direction, branding, image making and Motion Graphics

Skills

- Well articulated sense of typography & composition
- Has led & participated in Google Design Sprints and user testing
- Has created and worked with a Design System for small to large scale organizations
- Familiar with User Experience design patterns for video games, web and mobile apps
- Familiar with the designers role in an agile work environment

Technical Skills

- Adobe CC Suite, Figma, C4D
- Prototyping and user testing
- Creating, Managing, Advocating for Design Systems
- Conversational Spanish

Professional History

Modern Logic

UI and Visual Design

March, 2024 — June, 2024

- Redesigned current Studio site
- Created Reel builder tool with user on boarding
- Created prototype for testing and
- Documented work along side prototype for development handoff

Zwift

Senior UI and Visual Design

April, 2014 — Feb, 2024

- Created and maintained Zwift Design System for Web and Game platforms
- Worked on user experiences that spanned multiple aspects of the user experience, code bases and device formats
- Created prototypes and user flows used for internal and external user testing and eventual release
- Created micro animations to add moments of delight to interface and tutorials

Kadenze

Creative Director & Product Designer

October, 2014 — March, 2018

- Designed the Kadenze and Kannu brands
- Lead a team of designers that worked with the Product, Production and Marketing teams
- Developed and implemented a modified version of the Google Design Sprint that could accommodate Kadenze's Design and Development teams
- Spearheaded and developed the Kadenze Design System that would be applied to Kannu websites

Forecast3D

Web Designer

Sep, 2013 — Nov, 2014

- Responsible for the creation of web site mock-ups, client dashboard and also develop email marketing campaign.

OpenTee

UI Designer

Aug, 2014 — Oct, 2014

- Responsible for web design mock-ups, template design and app design.