

KOI HERNANDEZ

Product Designer || UX Designer

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708-921-9272

EDUCATION

Product Management

General Assembly, Washington, D.C.

Mar. 2020

User Experience Design

General Assembly, Washington, D.C.

Apr. 2018

Mason Gross, Rutgers University

New Brunswick, N.J.

BFA, Graphic Design—May.2013

SKILLS

Strategy & Research

- Facilitation
- User research and interviews
- Usability / User testing
- Design Thinking
- Focus group moderation
- Research synthesis
- Heuristic evaluations

Design / Creative

- Art Direction
- UX / UI design
- Data visualization
- Rapid Prototyping
- Video editing
- Illustration
- Wireframing
- Typography
- Color theory
- Logo design & branding

Software

- Adobe Creative Suite
- Sketch
- UX pin
- Invision
- Webflow
- Figma

June 2018

Present

EXPERIENCE

AARP Innovation Labs | Innovation Design Thinker

Washington, D.C.

- Ideated, developed, and tested an MVP for caregivers. The MVP eventually became the structure and framework for all of AARP's community pages.
- Utilized human-centered and user experience design practices to strategize a redesign of a mobile event cart that meet AARP staff and volunteers' needs.
- Ideated, developed, and tested an MVP that helps divorced women find the resources they need to guide them through the divorce process.
- Collaborated in the development of AARP's Design Thinking practice.
- Strategized and provided art direction in the development of the visuals to AARP's Design Thinking training collateral.
- Organized and facilitated workshops and Design Sprints for internal business units, external organizations, and startups to help shape their ideas and develop solutions.
- Organized and provided training/talks on Design Thinking to AARP staff, external organizations, and startups.
- Ideated and designed logo concepts for products developed in-house.
- Strategized learning agendas and goals to understand how the startup's product fit to AARP's demographic.

AARP Community, State & National | Graphic Designer

Washington, D.C.

- Concepted and developed a refined design and experience for the department's internal training portal, CSN University.
- Designed numerous graphics, data visualizations, and presentations that support and tell the department's story.

Global Thinking | Production Designer

Alexandria, V.A.

- Designed and prepared long-form content for mass print production.
- Designed compelling sales presentations for the Global Thinking sales team.

Granicus (formerly GovDelivery) | Graphic Design Fellow

Washington, D.C.

- Supported the marketing team by developing marketing collateral, e-books, sales sheets, and landing pages.

Jan. 2015

June 2018

Sept. 2014

Nov. 2014

May. 2014

Aug. 2014