

# KOI HERNANDEZ

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Creative professional with over six years of graphic, user experience, user interface, and product design experience.

- Adept at translating concepts into wireframes, mock-ups, and prototypes.
- Skilled at researching customer needs, market trends, and industry best practices and analyzing data to deliver insights to inform design decisions.
- Multi-disciplinary designer skilled at developing marketing collateral, packaging, motion graphics, infographics, and logos.
- Skilled facilitator and communicator, working with cross-functional teams to ideate, design, and deliver innovative solutions.
- Proficient in industry-standard software such as the Adobe Creative Suite, Sketch, UXPin, Invision, Figma, and Webflow.

## EXPERTISE

### Strategy & Research

- Team leadership
- Cross functional collaboration
- Product Management
- Facilitation
- Design Sprints
- Market research
- Usability / User testing
- Design Thinking
- Focus group moderation

### Design & Creative

- Art direction
- UX/UI
- Rapid prototyping
- Video editing
- Illustration
- HTML/CSS
- Typography
- Color theory
- Presentation design
- Logo design & branding

## EDUCATION

**Rutgers University** | New Brunswick, N.J.

- BFA, Graphic Design, 2013

## PROFESSIONAL EXPERIENCE

**AARP Innovation Labs** | Innovation Design Thinker | Washington, D.C. | 2018–Present

### Responsibilities:

- Collaborate with cross-functional teams to design and develop solutions that align with end-users needs.
- Solve problems and enhance experiences through leading-edge UX/UI trends.
- Define methods to achieve goals and tailor designs through market research.
- Direct creative teams in producing visuals and collateral for AARP's Design Thinking practice.
- Conduct workshops, interviews, and design sprints to generate ideas, set goals, test usability.
- Facilitate trainings on Design Thinking, Cognitive Biases, Creativity, and Innovation to startups, non-profits, and AARP staff.
- Produce collateral for AARP Innovation Labs products such as videos, logos, and graphics.

### Key Achievements:

- Created and tested an MVP for caregivers, now the framework for all AARP community pages.
- Utilized human-centered and user experience design practices to effectively redesign a mobile event cart.
- Ideated, developed, and tested MVP that helped divorced women find resources to guide them through a divorce.
- Key player in the development of AARP's Design Thinking practice.
- An integral player on the AARP Innovation Labs team—voted one of the best places for Workplace Innovators in 2020.
- Hosted a workshop on the topic of pushing through your Cognitive Biases during D.C. Startup Week (2020).

**AARP Community, State & National** | Graphic Designer | Washington, D.C. | 2015 to 2017

### Responsibilities:

- Communicate the department's vision through engaging graphics, mockups, data visualizations, and presentations on various mediums.
- Manage end-to-end project lifecycles, researching needs, and analyzing data to ensure timely completion.
- Collaborate with cross-functional teams to create wireframes for website layouts to demonstrate key UI/UX elements.

### Key Achievements:

- Led the design and development of CSN University, the department's internal training platform.

**Global Thinking** | Production Designer | Alexandria, V.A. | 2014

### Responsibilities:

- Generate content for printed materials to achieve business goals and maximize ROI.
- Create marketing presentations for the sales team to drive awareness of products and services.