

Hernán Romero Z.

Head of Design | UX/UI designer

Experience

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Santiago, Chile.

Professional Summary

Design leader with over 10 years driving companies and startups in various industries. Expert in UX/UI, art direction and project management, with skills in market research, creating intuitive experiences, defining information architecture, prototyping, evaluating functionalities, web diagnosis and hypothesis validation. Passionate about identifying problems, generating opportunities and working as a team to create digital products that captivate users and bring value to the business. With extensive experience collaborating with product owners and stakeholders to ensure alignment with strategic objectives.

+ Education

Imperial College London & Royal College of Arts

MA/MSc Innovation Design Engineering.
London, UK. 2022 - 2024

Universidad del Desarrollo

B.A. Advertising w/ Marketing, Business & Consumer Psych.
Santiago, Chile. 2008 - 2012

+ Additional Information

Nationalities

Chilean and Italian.

Languages

Spanish native - English fluent.

Interests

Art - Technology - Squash - Climbing - Meditation.

+ Key skills

Strategic design.

Design thinking.

Prototype.

Design systems.

User research.

Benchmarks.

Usability Test.

End to end Design.

Crazycake Technologies

Santiago, Chile. Nov. 2013 - Present

Software development company with over a decade of experience in creating custom digital solutions for medium and large businesses.

Head of Design

Nov. 2019 - Present

Manage and oversee design projects from start to finish.

Define, develop, and implement design strategies based on user, client, and business needs.

Continuously evaluate design tools, technologies, and trends to identify opportunities for improvement and increase team productivity.

Coordinate design activities with the commercial and development manager.

Collaborate with product owners, engineers, and marketing to ensure a competitive and successful product.

Lead and mentor the design team, providing strategic direction, guidance, and delegation. Recruit new design talent.

Partner

Dec. 2017 - Present

Make strategic business decisions, direction and objectives for the company.

Represent the company by negotiating with clients.

Senior UX/UI Designer

Jun. 2016 - Nov. 2019

Develop design processes, from user research to prototypes and testing. Gaining user insights, behaviors, and needs.

Design user interfaces that are intuitive and visually appealing.

Create and maintain design systems, style guides, and design deliverables.

Regularly review trends and new design techniques and share them with the team.

UX/UI Designer

Jul. 2013 - Jun. 2016

Research and develop visual patterns and basic graphic elements, promoting new graphic concepts within the team.

Local

Santiago, Chile. Sep. 2020 - Sep. 2021

Sustainable project aimed at reducing carbon emissions and minimizing soil damage by growing organic food in unused urban spaces using IoT devices.

Product Designer

Design and prototype sustainable growth systems on a large scale.

Create 3D renders to communicate product designs.

Conduct and analyze market trends.

Design the brand's graphic line and its strategic communication.

Valk

Santiago, Chile. Oct. 2019 - Aug. 2020

Digital platform that offers a logistics asset tracking service, both in storage and during transport, using IoT devices and software to prevent unauthorized access to cargo.

Product Designer

Concept and prototype development using CAD softwares.

Collaborate with cross-functional teams to align the product with user and business needs.

Design iteration based on feedback obtained from prototypes and stakeholders.

Create specifications and documentation for production.

La Sastreria

Santiago, Chile. Jan. 2013 - Nov. 2013

Creative agency specializing in helping startups create and execute effective advertising and content ideas.

Co-Fundador, Director de Arte

Align campaign visuals with the brand identity and message.

Collaborate with the creative team to generate ideas and concepts for advertising campaigns.

BBDO

Santiago, Chile. Sept. 2012 - Dec. 2012

Global advertising agency with over 300 offices in 80 countries, renowned for crafting impactful campaigns for a diverse range of clients across various industries.

Junior Designer - Internship

Create ads and printed marketing materials, such as brochures, flyers, and more.

Analyze trends and research graphic references.