Pablo Hernandez

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EXPERIENCE

UX Designer, Lion Holdings (Valuetainment) — January 2026 - Present

- Led end-to-end UX design across three product surfaces - Performance AI, Minnect (155K+ users, $4.2M revenue), and 7 corporate websites - shipping across iOS, Android, and Web.
- Initiated and governed 2 design systems (Minnect DS & HireMetrics DS), establishing scalable component foundations adopted across all active product teams.
- Managed a team of 2 UX designers, overseeing cross-functional execution and quality across all workstreams.

Product Design Intern, First American Title — June 2024 - December 2024

- Spearheaded the end-to-end UX design process for a first-time user onboarding experience, resulting in a development ready interactive prototype tested by 24 participants and refined through Maze iterative usability testing, improving design clarity.
- Developed user personas and optimized information architecture, enhancing stakeholder alignment through design critique workshops, while iterating to achieve 87% post-onboarding intent to use.
- Contributed to the BlockParty design system by publishing new Google Material Design-compliant iconography, facilitating reusable component design consistency and adoption across 3 cross-functional teams.

Product Design & Artificial Intelligence Intern, RadicalX — September 2023 - November 2023

- Designed AI-powered products across ML, GenAI, and NLP, simplifying complex systems for an AI Dev Manager, personalized learning, and fraud detection products, improving model accuracy by 63%.

User Experience Intern (Lead), Florida International University Mobile App — May 2022 - December 2022

- Developed a responsive iOS mobile app prototype integrating Scrum methodologies & data analysis with UX product definition, product research, visual design principles, testing methodologies & design artifacts at scale to improve the user experience of over 70,000 users with an increased navigational efficiency of 78%.

UI/UX Program Manager, Init — December 2021 - December 2022

- Instructed the UX/UI program at FIU to 400 students covering user research, accessibility standards, wireframes, prototypes, industry trends, & design systems for any iterative digital design solution.
- Gathered qualitative & quantitative analytical data insights from user feedback through UX validating methods such as usability surveys and A/B testing to gather insights for product optimization.
- Coached the FIU Mobile team in Agile, aligning OKRs & KPIs across cross-functional internal stakeholders.

UX Design Intern, Wyde Technologies — February 2020 - December 2021

- Owned the full UX design process from specs and prototyping to validation and usability testing - across microsites and landing pages, while developing external partner outreach strategy and communicating the MVP value proposition, contributing to $150,000 in angel investment raised.

LEADERSHIP

Keynote Speaker & Judge, ShellHacks 2022 — September 2022

- Keynote speaker at Florida's largest Hackathon teaching the software development life cycle & humanity-centered, accessible design. Judged 26 products including technology like machine learning and virtual reality.

EDUCATION

Florida International University, Miami, FL — December 2022
Bachelor of Business Administration (Double Major): International Business and Marketing — GPA: 3.63/4.00

DePaul University, Chicago, IL — November 2025
Master of Science: Human-Computer Interaction — GPA: 4.00/4.00

SKILLS & CERTIFICATIONS

UX Design (Figma, Adobe XD, Photoshop, Sketch, Illustrator, Miro, Webflow, InDesign, Keynote, Adobe CS, Framer), UX Research (Maze, UserTesting.com, Hotjar, Qualtrics, Dovetail, UserZoom, Lyssna), Accessibility (WCAG compliance) Project Management (Monday.com, ClickUp, Slack, Jira, Azure DevOps, AirTable, Notion), AI (Claude MCP, Figma Agent, Superdesign.dev, Cursor) CS (JavaScript, HTML, CSS), Data Analysis (SAS, Atlas.ti), Business Administration (Consulting, Marketing, Financial Analysis, Salesforce, Microsoft 365), Languages (English, Spanish, French).