

Jesse Alexander Hernandez

UX/UI, Web, and Graphic Designer | Creative Problem Solver

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[Portfolio](#)

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SUMMARY

Result-driven Graphic and Web Designer with a strong Digital Marketing and UX/UI background, dedicated to securing a role within the design field that values impeccable design sense, creative problem solving and collaboration to produce compelling visual solutions.

TECHNICAL SKILLS

- **Technical Skills:** Figma, Adobe Creative Suite, Google Business Suite, Wordpress, Excel, HTML/CSS, Adobe Color, Microsoft Office, Social Media
- **Research Skills:** Competitive Analysis, Journey Mapping, A/B Testing, User Testing, Benchmarking, Ethnography, Task Analysis
- **Design Skills:** Brand Development, Color Theory, Typography, Information Architecture, Content Development, Interaction Design, Print Design, Product Design, Design Systems, Web Design, Motion Design, Layout Design, User Experience Design

PROFESSIONAL EXPERIENCE

Website Designer

07/2024 - 11/2024

Kicksite

Overland Park, KS

- Designed visually appealing and responsive templated websites that meet client requirements while adhering to brand guidelines.
- Collaborated closely with account managers, front-end developers, and the sales and marketing teams to successfully execute web projects.
- Developed and maintained website design standards to ensure consistency across all projects.
- Optimize websites for performance, accessibility, and SEO best practices.
- Conducted usability testing and integrate user feedback to enhance website functionality and user experience.

Graphic Designer & Multimedia Specialist

03/2018 - 03/2024

Animal Behavior College

Valencia, CA

- Crafted and Deployed Web Ads across platforms such as Google Adwords and Meta Ads Manager.
- Created page layouts and media for SEO driven websites using the Adobe Illustrator, Photoshop and XD.
- Designed and prepared media assets using the Adobe Creative Suite for web, social media, video and print formats.
- Utilized Google Analytics and Meta Analytics to analyze advertisement campaign data, leading to a 60% reduction in CPA through informed A/B testing strategies.
- Ensured brand identity was followed on all platforms and media by creating a Design System to ensure high-quality visuals.
- Produced video content for distribution on commercial broadcast platforms driving increased website traffic and engagement.

UXUI PROJECTS

Ramen Head App (High-Fidelity Prototype) | [Link](#)

- Conceived an app prototype featuring unique ramen recipes with social sharing integration, and an interactive user interface.
- Applied the SWOT analysis framework to execute a thorough competition analysis through market research.
- Solely responsible for UX/UI design, employing the double diamond design process and user-centered design principles.
- Conducted user research and created deliverables using Figma and Miro to build a branded, high-fidelity clickable prototype.

EDUCATION

Certificate, UX/UI

01/2023 - 01/2024

Thoughtful - Chegg Skills

Online

- Conducted user surveys, interviews, and data analysis to inform design decisions, creating personas, empathy maps, journey maps, user stories, and flows.
- Implemented the double-diamond process, design sprint, and created impactful case studies to effectively communicate findings and design decisions to clients and stakeholders.