

Brandon Hernandez

EXPERIENCE

Paramount | New York, NY

June 2022 - Present

Senior Product Designer, Design Systems

- Leading the product design system ecosystem across the CBS Digital portfolio of brands for iOS, Android, Web and CTV platforms
- Organized and led a global Office Hours forum, enabling stakeholders to seek approval and guidance on product roadmap feature enhancements
- Conceptualized and drove the vision for a global improvement of CBS Digital Authentication experiences consisting of login and profile details for Web platforms
- Managed summer interns and mentored junior designers by providing structured learning opportunities and hands-on project experience
 - Created dedicated platforms, such as weekly review sessions, for them to present their work to senior leadership, gaining visibility and constructive feedback that can go a long way towards personal growth

Sotheby's | New York, NY

September 2021 - June 2022

Senior Product Designer

Sotheby's Web Profile Experience (2022)

- Redesigned customer profile views based on user interviews and testing, improving user satisfaction by 30% and reducing support requests by 20%

Design System Global Update (2022)

- Restructured the global design system to be inclusive for all stakeholders, improving accessibility to design principles and components, and boosting user satisfaction from 60% to 100%

Sotheby's Registration iOS Experience (2021)

- Lead design improvements to registration flow which included conversation UI approaches to increase user registration rates by 47%

JPMorgan Chase & Co. | New York, NY

October 2020 - September 2021

Senior Product Designer

Internal Workflow Builder (2021)

- Built a tool in which users can create workflows and custom form fields

Global Persona Study (2020)

- Lead a global persona creation for multiple markets

MetLife | New York, NY

May 2019 - October 2020

Product Designer

Sales Agent App Redesign (2019)

- Lead design for a brand-new Global Sales Agent App

MetLife Stadium Kiosk Experience (2019)

- Created an updated user experience for MetLife's FanZone App

Global Interactive UI Kit System (2019)

- Lead the creation of a Global Interactive UI Kit system housing Marketing, Transactional, and Mobile components

Sr. Product Designer

heybrandonh.com

heybrandonh@gmail.com

New Jersey

201-832-0256

EDUCATION

Robert Busch School of Design

Kean University

Cum Laude | 3.45 GPA

BFA Graphic Design

Interactive Graphic Design

May 2017

SKILLS

Branding/Identity Design

Product Design

User Interaction & Experience

Prototyping

Web & Mobile Design

Journey Mapping

User Testing

Concepting & Ideation

Motion

Editorial

Typography

TOOLS

Figma

Sketch

Cursor AI

Zeplin

Principle

Adobe CC

Keynote

InVision

Proto.io

Jira

Celtra

OTHER LANGUAGES

Fluent in oral and written Spanish

OTHER EXPERIENCE

Warner Media - Visual Designer 2018

Beyond - UI Designer 2017

AnalogFolk - UI Designer 2017