

# Brandon Hernandez

## Experience

**Sotheby's | New York, NY**  
**Senior Product Designer**

**September 2021 - Present**

- Lead on product design systems for internal and consumer-facing products.

**JPMorgan Chase & Co. | New York, NY**  
**Senior Product Designer**

**October 2020 - September 2021**

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**  
**Product Designer**

**May 2019 - October 2020**

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.

**Warner Media | New York, NY**  
**Visual Designer @ The Ellen DeGeneres Show**

**July 2018 - May 2019**

- Created branded and co-branded experiences for editorial use.
- Lead design and art direction of Ellen's new marketing styleguide.
- Provided design direction for several new business pitches and Newfronts Event detailing Ellen's new content slate of digital shows and activations.

**Beyond | New York, NY**  
**UX/UI Designer**

**Mar. 2018 - July 2018**

- Designed product based creative for Samsung Cross Services.
- Maintained a design ecosystem of assets delivered weekly to clients.

**AnalogFolk | New York, NY**  
**Jr. UX/UI Designer**

**Aug. 2017 - Mar. 2018**

- Collaborated with the design team to rapid prototype, encouraging cross-team collaboration, and conduct user assurance testing during and after designs were implemented.
- Maintained a new user interface ecosystem for the staff front end of HSBC Bank and an E-commerce site for Clif Bar & Company.

Sr. Product Designer  
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## 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

Sketch  
Figma  
Zeplin  
Principle  
Adobe CC  
Keynote  
InVision  
Proto.io  
Jira  
MailChimp  
Celtra

## Languages

Fluent in oral and written Spanish