



## Joshua Hernández Llanos

### Senior Product Designer



Product and UX/UI Designer with 10+ years of experience in product design and strong expertise in branding and marketing strategies. Specializes in innovative solutions from concept to launch. Skilled in research, prototyping, visual design, and cross-functional collaboration. Focused on human-centered solutions.

Portfolio: [jhllanos.com](http://jhllanos.com)  
Email: [hola@jhllanos.com](mailto:hola@jhllanos.com)

Phone number: +52 614 127 7348  
Location: Chihuahua, México  
Linked In: [@jhllanos](https://www.linkedin.com/in/jhllanos)

## ■ Work experience over the last 10 years

○ July 2023 - Current

### Launch by NTT Data

#### UX/UI Design Lead

- Translating business needs into functional solutions
- Leading design teams
- Advanced layout design and prototyping
- Developing advanced design systems for company clients
- Designing innovative and human-centered solutions for B2B and B2C clients
- Presenting to businesses and stakeholders
- High-level presentations of design solutions
- Conducting design validation and coaching teammates
- Supporting and guiding the professional growth of my direct reports

○ December 2016 - July 2023

### Nextbin Tech

#### Product and UX/UI Designer

- Designed innovative and user-centered software solutions for businesses and startups, such as PropTechs, HealthTechs, Service Market Places and E Commerce Solutions.
- Conducted user research and market analysis to improve products.
- Created wireframes, prototypes, and visual designs for effective communication.
- Collaborated with development teams for seamless implementation.
- Conducted usability testing to enhance the user experience.
- Worked cross-functionally to drive successful product launches. Maintained visual design consistency and adhered to industry best practices.

○ September 2013 - July 2015

### KeyA ERP

#### Industrial Software Sales Executive

- Provided technical consulting services and drove sales for industrial software solutions.
- Recommended tailored solutions to optimize operational efficiency.
- Conducted product demonstrations and built strong client relationships.
- Identified new business opportunities and negotiated contracts.



Please check out some of my portfolio projects at [jhlanos.com](http://jhlanos.com)

## ■ Industries

B2B E Commerce, E Commerce & Marketplace, Real State, Health Care, Startups  
On Demand Services, ERP Software and Fashion.

## ■ My Strengths and Skills

User Experience (UX) Design

User Interface (UI) Design

User Research

Wireframing and Prototyping

Commercial Design and Branding

Interdisciplinary Collaboration

Data Analysis and Performance Metrics

User Personas

Design Rationale

Accesibility

Design Thinking

Business Acumen

Dev Acumen

Agile

## ■ Education

2004-2008

### ○ Degree in Business Administration

Instituto Tecnológico de Chihuahua.

Degree en 2009

### ○ Specialty in Marketing.

Instituto Tecnológico de Chihuahua.

## ■ Software Tools I use in a typical workday



I am an experienced professional with a solid track record and extensive industry expertise. My true passion lies in creating solutions that make human lives easier. Explore my portfolio to see my expertise firsthand. Let's connect and let's talk about how I can contribute to your company's goals.

See you soon.

**Joshua Hernández Llanos**