



# Joshua Hernández Llanos

## Senior Product Designer



Product Designer with 10+ years of experience crafting digital products from idea to launch. I combine a strategic mindset with hands-on skills in research, prototyping, and visual design, creating user-centered solutions that balance business goals and real user needs. With a strong foundation in branding and marketing, I bring a holistic approach to building impactful, scalable products in cross-functional environments.

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

Location: **Chihuahua, México**  
LinkedIn: [@jhllanos](https://www.linkedin.com/in/jhllanos)

### My work experience over the last 10 years

#### Launch by NTT Data Senior Product Designer 📅 July 2023 - Present

Focused on creating user-centered digital products, I collaborate with multidisciplinary teams to craft strategic and scalable solutions in industries like B2B Digital Commerce, HealthTech, PropTech, and mobility. My work has supported high-impact projects for brands such as Coca-Cola, Arca Continental, Fortrea, Aeroméxico y Bimbo.

- Turned business goals into functional, user-centered design.
- Built and scaled design systems for consistency and efficiency.
- Designed immersive XR interfaces for real-time data visualization.
- Applied AI tools to accelerate research and visual exploration.
- Facilitated co-creation and presented to senior stakeholders.
- Improved design-dev collaboration with smoother handoffs.
- Contributed to internal design culture through mentorship and knowledge sharing.

#### Nextbin Tech Senior Product Designer 📅 Dec 2016 to Jul 2023

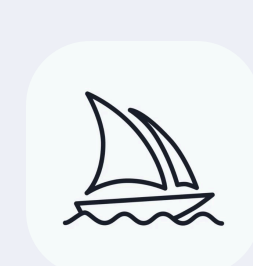
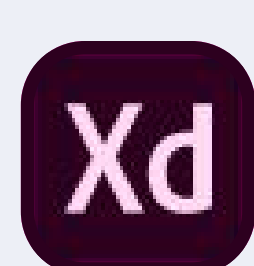
At Nextbin Tech, I partnered directly with startup founders to design digital products from scratch—leading the process from early discovery to launch and iteration. I translated raw ideas into user-centered experiences across industries like HealthTech, PropTech, and on-demand services, creating prototypes and polished, development-ready interfaces.

- Designed products end-to-end, from concept to launch and iteration.
- Conducted user research and usability testing to inform design decisions.
- Created wireframes, prototypes, and visual designs for cross-team alignment.
- Collaborated with developers for smooth and accurate implementation.
- Supported startups in shaping MVPs into scalable, user-centered products.

#### KeyA ERP Industrial Software Sales Executive 📅 Sep 2013 - Jul 2015

Delivered technical consulting and solution-driven sales for industrial software products, helping clients improve operational efficiency through tailored implementations. Led product demos, nurtured strong client relationships, and identified new business opportunities—successfully negotiating contracts and driving growth.

#### My Design Toolbox



## Industries I've Designed For

Over the years, I've had the opportunity to design digital products for a wide range of industries—each with its own challenges, users, and business goals. This diversity has strengthened my ability to adapt quickly, understand different contexts, and design with purpose.

E-commerce & Digital Commerce	HealthTech	B2B & Enterprise Software	Clinical Research	
Mobility & Transportation	Fashion & Retail	Education & Learning Platforms	ERP Software	Real Estate

## Skills & Strengths

<p><b>Product Thinking &amp; Strategy</b></p> <ul style="list-style-type: none"> <li>Translating business goals into user-centered solutions</li> <li>Aligning product vision with user needs and technical feasibility</li> <li>MVP definition and feature prioritization</li> </ul>	<p><b>UX/UI &amp; Interaction Design</b></p> <ul style="list-style-type: none"> <li>User flows, wireframing, and prototyping</li> <li>Interface design focused on clarity, accessibility, and scalability</li> <li>Building and maintaining design systems</li> </ul>
<p><b>User Research &amp; Validation</b></p> <ul style="list-style-type: none"> <li>Planning and conducting interviews, usability testing, and insight synthesis.</li> <li>Creating personas, journey maps, and experience audits.</li> </ul>	<p><b>Collaboration &amp; Communication</b></p> <ul style="list-style-type: none"> <li>Working closely with developers for seamless handoffs</li> <li>Presenting design rationale to stakeholders</li> <li>Leading co-creation workshops and alignment sessions</li> </ul>

## Academic Background

### Degree in Business Administration

Instituto Tecnológico de Chihuahua - 2008

### Specialty in Marketing

Instituto Tecnológico de Chihuahua - 2009

### Gen AI White and Yellow Belt

Certification by NTT Data

### Business Analysis Certification Level 1

Certification by NTT Data

I love turning ideas into digital products that people actually enjoy using. Whether it's mapping out smart strategies, designing clean interfaces, or collaborating with awesome teams—I'm all in. Curious by nature, detail-obsessed by choice, and always up for a new challenge. Let's team up and make something amazing together!

**Joshua Hernández Llanos**