



Joshua Hernández Llanos

Senior Product Designer

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Over 10 years designing user-centered digital products for companies like Viva, Coca-Cola, Arca Continental and Fortrea, with a focus on clarity, scalability, and impact. Experienced in full product lifecycles, design systems, and AI-augmented workflows—always seeking to deliver value through strategy, empathy, and collaboration. Also experienced in guiding teams and fostering growth through leadership in projects and internal initiatives.

My experience

Senior Product Designer Lead

[Launch by NTT Data / NTT Data](#)
Jul 2023 – Present

- Improved usability and experience for Viva’s web platform, including key components like the flight Booker and flight cards.
- Led design efforts for AC Digital at Arca Continental, focusing on workflows for traditional retail environments and enhancing tools for store owners and sales reps.
- Designed immersive XR interfaces for Fortrea, enabling stakeholders to visualize clinical study data in real time.
- Introduced AI tools into UX processes, improving speed and clarity during research, prototyping, and persona definition.
- Led co-creation sessions, validation, and presentations with stakeholders at Aeroméxico, IAMSA, and Bimbo.
- Implemented efficient handoffs between design and development, improving build accuracy and delivery timelines.
- Contributed to internal culture through mentorship and participation in design forums.

Senior Product Designer

[Nextbin Tech](#)
Dec 2016 to Jul 2023

- Collaborated directly with startup founders to co-create digital products from idea to launch.
- Specialized in fast-paced industries like HealthTech, PropTech, and marketplaces.
- Led user research, wireframing, prototyping, and visual design with a business-first approach.
- Created scalable component libraries and validated designs through iterative testing.
- Drove cross-functional alignment between product, dev, and client teams.

Solutions Consultant

[KeyA ERP](#)
Sep 2013 – Jul 2015

- Led technical sales and marketing strategy for industrial software, recommending custom solutions to enhance operational efficiency.
- Delivered demos and closed strategic deals by aligning business needs with product capabilities.

Brand & Marketing Designer

[Mixer](#)
2009 – 2013

- Worked on branding, digital marketing, and ATL/BTL campaigns for clients like BMW, Wingate by Wyndham, Real Skin Care, and Mazatún.
- Applied marketing and service design strategies to enhance customer satisfaction.
- Gained deep understanding of consumer psychology and behavior, which continues to inform product design decisions today.
- Developed brand identities, market research strategies, and cross-channel campaigns that laid the foundation for a user-first design mindset.

Industries I've Designed For

Experience designing digital products across a range of industries, each with unique users, needs, and business goals.

Airline Digital Experience

B2B Commerce

Digital Commerce

HealthTech

Clinical Research

XR Design

Real Estate

ERP Software

Branding

Fashion & Retail

Skills & Strengths

User-Centered Design	Ability to understand real needs and translate them into functional, empathetic experiences.
Strategic Thinking	Business-focused mindset that connects goals with effective design solutions.
AI-Augmented Workflows	Experience using AI tools across research, ideation, and prototyping stages.
Systems Thinking	Scalable, consistent design through component systems and reusable libraries.
Stakeholder Collaboration	Clear communication and strong presentation skills with tech, business, and product leaders.
Mentorship & Team Leadership	Supporting designers' growth while fostering a learning-focused culture.
Multicultural Teamwork	Comfortable working across teams in the U.S., Canada, India, and Latin America, adapting to different styles and processes.
Adaptability	Versatile across domains (HealthTech, B2B, Mobility...), with quick context-switching skills.

My design toolbox

Design & Prototyping: Figma, Sketch, Adobe XD, Illustrator, Photoshop
AI & Visual Exploration: Midjourney, Recraft, LottieFiles
Collaboration & Strategy: Miro, Notion, Jira, Confluence
Web & Development Handoff: Webflow, WordPress, Lovable, Spline (basic knowledge)

Academic Background

Degree in Business Administration
Instituto Tecnológico de Chihuahua - 2008

Specialty in Marketing
Instituto Tecnológico de Chihuahua - 2009

Designing purposeful products, collaborating with thoughtful teams, and turning clarity into real outcomes—let’s build something that matters.

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