

Joshua Hernández Llanos

Senior Product Designer

Chihuahua, México



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Product designer with 10+ years creating human-centered digital products that elevate business performance and user satisfaction. I combine strategic thinking, strong execution, and deep experience in product lifecycles, design systems, and AI-enhanced workflows. Known for leading teams, driving clarity in complex environments, and consistently delivering solutions that scale and make a real impact.

Career Highlights

Senior Product Designer Lead

Launch by NTT Data / NTT Data

 Jul 2023 – Present

- Improved the usability and overall experience of Viva’s web platform, redesigning core components such as the flight Booker and flight cards to increase clarity and conversion.
- Led design initiatives for AC Digital at Arca Continental, optimizing workflows for traditional retail environments and enhancing digital tools for store owners and field sales teams.
- Designed immersive XR interfaces for Fortrea, enabling real-time visualization of clinical study data for research stakeholders.
- Integrated AI-driven methods into UX processes—accelerating research, prototyping, and persona development while improving quality and alignment.
- Led co-creation, validation sessions, and high-level presentations with stakeholders across multiple enterprise clients, ensuring alignment, clarity, and shared ownership of design outcomes.
- Collaborated with four product teams during UPS Innovation Day, rapidly adapting to each team’s goals and designing solutions grounded in user and business needs, enhanced through AI-augmented design workflows.

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

Mixen

 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.



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 Design & Vibe Code: Figma Make, Cursor, Lovable, Midjourney, Recraft, ChatGPT
Collaboration & Strategy: Miro, Notion, Jira, Confluence
Web & Development Handoff: Webflow, WordPress, Lovable.

Academic Background

Degree in Business Administration
Instituto Tecnológico de Chihuahua - 2008
Specialty in Marketing
Instituto Tecnológico de Chihuahua - 2009

I’m excited to bring my blend of UX expertise, marketing insight, and human-centered design thinking to create digital solutions that make people’s lives easier, more intuitive, and more meaningful.

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