

Joshua Hernández Llanos

UX/UI Lead · Product Design Strategy

10+ years turning ambiguity into products people trust, across HealthTech, Airline UX, B2B platforms, XR research, and retail. I lead design from first principles to final pixel: building teams, aligning executives, and embedding AI into every phase of the process without losing the craft that makes experiences human.

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10+

Years Leading Product Design

4+

Concurrent Enterprise Clients

7+

Industries Designed For

Core competencies

Experience Design

- Complex information architecture & conversion flows
- XR / immersive interface design (zero-precedent)
- Loyalty & fintech UX (trust-critical flows)

Strategy & Process

- Discovery, research synthesis & strategic framing
- AI-augmented UX workflows (Claude, Figma MCP, Cursor)
- End-to-end product lifecycle ownership

Design Leadership:

- Cross-functional team leadership & mentorship
- Executive stakeholder communication & alignment
- Design system architecture & governance

Tools & Collaboration:

- Figma · Sketch · Adobe XD · Midjourney · Recraft
- Miro · Notion · Jira · Confluence · Webflow
- U.S., Canadian, Indian & LATAM team dynamics

Experience

Senior Product Designer Lead

Launch by NTT Data / NTT Data
📅 Jul 2023 - Present

Managing enterprise design across four concurrent clients — Doters, Viva, Arca Continental, Fortrea, UPS and others. Each with different users, constraints, and definition of done.

- Redesigned Viva's flight-booking funnel — rethinking core components, flight cards, and conversion flows that measurably reduced cognitive load.
- Architected digital B2B tools for Arca Continental (AC Digital), creating the first purpose-built workflows for store owners and field-sales teams.
- Designed zero-precedent XR interfaces for Fortrea, enabling clinical researchers to visualise real-time study data in immersive environments.
- Turned around the Doters loyalty web experience: diagnosed a comprehension gap through behaviour data, restructured IA and key flows, then shipped a Benefits Marketplace and a Points Transfer product (BBVA, Amex + partners) — including the trust-critical edge states that make financial transactions feel safe.
- Collaborated across four product teams on UPS Innovation Day — designing AI-augmented solutions tailored to each team's goals within a single sprint.
- Embedded AI into UX practice: accelerating synthesis, persona development, and prototyping without sacrificing craft or team alignment.
- Facilitated co-creation workshops and executive presentations across four concurrent enterprise clients under competing timelines.

Experience

Senior Product Designer

Nextbin Tech

📅 Dec 2016 – Jul 2023

Seven years as the entire design department in a startup arena — no safety net, full ownership.

- Co-created digital products from zero to launch across HealthTech, PropTech, and marketplace verticals as a solo design department.
- Owned the full design lifecycle — research, wireframing, prototyping, visual polish, and dev handoff — with a business-first lens at every stage.
- Built scalable component libraries and validated through iterative usability testing, compressing dev cycles and reducing post-launch rework.
- Served as the connective tissue between product, engineering, and client stakeholders, translating founder vision into shippable reality.

Solutions Consultant

KeyA ERP

📅 Sep 2013 – Jul 2015

Technical sales and strategic product demos for industrial ERP software.

- Led technical sales and strategic demos for industrial ERP, learning to align complex product capabilities with operational pain points — a skill now embedded in every user journey I design.

Brand & Marketing Designer

Mixen

📅 2009 – 2013

Branding and ATL/BTL campaigns for BMW, Wingate by Wyndham, Real Skin Care, and Mazatún.

- Crafted branding and ATL/BTL campaigns for BMW, Wingate by Wyndham, Real Skin Care, and Mazatún.
- Built the consumer psychology foundation that now informs my user models and design decisions.

Industries

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

Logistic

Airline Digital Experience

B2B Commerce

Digital Commerce

HealthTech

Clinical Research

XR Design

Real Estate

Branding

ERP Software

Fashion & Retail

Education

Degree in Business Administration

Instituto Tecnológico de Chihuahua - 2008

Specialty in Marketing

Instituto Tecnológico de Chihuahua - 2009

“I design for the moment a user stops, looks at the screen, and thinks: **Finally, someone got it.**”