

Alex Hernandez

Product Designer

Experience

Senior UX Designer – ScalePad

APR 2025 – PRESENT

- Leading UX design for Quoter, ScalePad’s revenue automation platform, improving usability and consistency across quoting experiences.
- Launched Content Blocks – reusable modules for partners to effectively organize and update their quotes’ content. Achieved 21% adoption across all accounts and 2200+ blocks created within 30 days of release.
- Partner with PM, engineering, support, and customer success teams to define product strategy in line with user insights.

UX Designer – CarbonCure Technologies

FEB 2024 – NOV 2024

- Crafted data visualizations, technical dashboards, and tools to support sustainable concrete producers.
- Collaborated with developers, project managers, customer support, and internal technical teams to ship 10+ new features for the myCarbonCure platform and internal tool platforms.
- Led large-scale audit of existing product and design system; contributing 3 new UI components and visual design guidelines.

Product Designer – Radix Labs (YC S18)

AUG 2023 – FEB 2024

- Built the company’s first design system with consistent UI standards, naming conventions, and 35+ design tokens.
- Worked with developers to document and link 20+ UI components between Figma and Storybook for consistency.

UX/UI Designer – The Creative Solution

OCT 2023 – PRESENT (PART-TIME CONTRACT)

- Led end-to-end product design of a client’s web-based product, created 30+ responsive screens and a comprehensive design system with Material UI.
- Designed and built websites in Figma and Framer/Webflow for 10 clients, collaborating with brand designers to craft an immersive experience.

UX Designer – SAP

MAY 2022 – AUG 2023

- Led design of SAP for Me (Partner) in an agile scrum team of 5+ developers and product managers.
- Created high-fidelity mockups and user interactions for 15+ user stories leading to a 7% increase in user satisfaction amongst SAP partners.

Portfolio

alexds Hernandez.com

Contact

alexds Hernandez@gmail.com
in/alexds Hernandez

Education

University of British Columbia

BSc. Combined Major in
Computer Science and
Environmental Science

Skills

UI/UX Design
User Research
Rapid Prototyping
AI-assisted Prototyping
Information Architecture
User Flows
Design Thinking
Usability Studies
Design Systems

Toolbox

Figma
Figma Make/Claude Code
Adobe Creative Suite
Webflow/Framer
HTML/CSS/JavaScript
Dovetail
Storybook
Pendo