Jaime Isaac Hernández

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jhdz.design
Based in Fresno, California

Skills

Figma	Prototyping
Figjam	UI Design
Figma Slides	User Research
After Effects	Responsive Design
Illustrator	User Storytelling
Photoshop	Visual Design
Premiere Pro	Typography
Notion	Branding
Jira	Digital Marketing
DatoCMS	Motion Graphics
WordPress	Video Editing
Basic HTML/CSS	3D Rendering

Objective

I'm a product designer with a passion for brand and visual design, driven by creative problem-solving and crafting thoughtful, visually engaging digital experiences. I work remotely within the PST time zone but am open to relocating for the right opportunity. I'm all about delivering unique, impactful solutions that meet real user needs while pushing business goals forward.

Experience

Product Designer (Contractor) | Coinbase Mar. 2025 – Apr. 2025

Contracted through Forge Studio to support Coinbase's Payments team as part of a month-long staff augmentation. Contributed to product and UX design deliverables aimed at enhancing the platform's payment experience for Q2. Collaborated with cross-functional stakeholders to align design solutions with strategic goals.

Digital Designer | Genesis Digital Jan. 2024 – Jan. 2025

I contributed towards a range of visual solutions across the web, brand, and customer experience teams at Genesis Digital. I played the role of elevating the digital presence across their family of products (Kartra, WebinarJam, and EverWebinar). Collaborating with designers, developers, communication managers, and copywriters to improve their SaaS based marketing credibility.

Designer | ANML Dec. 2021 – May 2023

I was involved in many design projects for various clients spanning across different industries. (Whirlpool, PAX, Yummly, Brunswick, etc.) I contributed to large IoT-related projects as well as web and brand initiatives. As a designer on the ANML team, I collaborated closely with art directors and project managers while working flexibly beyond the craft of digital design. I prioritized research and conceptual ideation to have an impact on each project that I was appointed to within a small but mighty agency.

Graphic Designer | SJSU CPGE May 2018 – Aug. 2021

I was a pivotal student graphic designer within the marketing department. My expansive skillset resulted in the development of various promotional material designs, such as print handouts, web graphics, and social media content. I advocated simple and accessible design, working alongside marketing managers and copywriters. My impact at SJSU CPGE contributed towards the promotion of study abroad programs and helpful resources for international students attending San José State University.

Education

BFA Graphic Design | San José State University Aug. 2017 – May. 2021

I completed a two-year BFA degree program of intellectually and aesthetically challenging course work. The projects I completed in the program involve theoretical and practical study with an emphasis on typography, form and image, information architecture, user experience, and interactive design.