



## NICOLAS HERNANDEZ

UX Designer / Conversion Rate Optimization Specialist

“ I’m an extroverted, friendly, and curious UX researcher who loves learning about others and their unique perspectives. I have a knack for detail and love working with others. Let me help create beautiful experiences for your users! ”

### ■ LANGUAGES

English: Native

French: Fluent

Spanish: Conversational

German: Conversational



Email



Portfolio



LinkedIn

### ■ EDUCATION

#### UX Design Certificate

Google UX Design Certificate Course

📅 Jun 2020 - Oct 2020

📍 Coursera, Online

Google’s UX Design Certificate helped me hone my design skills in UX/UI and to further my understanding and proficiency in programs such as Figma and Adobe XD.

#### Bachelors of Landscape Architecture

Clemson University

📅 Aug 2011 - Dec 2015

📍 Clemson, SC, USA

I studied at Clemson University where I learned most of my foundations in design and many of the programs I use today (Photoshop, Illustrator, InDesign, etc). When studying, I participated in the rowing team, the architecture fraternity, and also organized and helped host Adobe Creative Suite seminars for the School of Architecture.

### ■ EXPERIENCE

#### UX Designer

BilateralStimulation.io

📅 Feb 2022 - Jun 2022,  
Feb 2023 - Present

📍 Remote

BilateralStimulation.io is a company that offers an online EMDR therapy tool for therapists to use with their patients.

Some of the work I've done here involves:

- Moderated Usability Studies
- Paper Wireframing
- Lofi & Hifi Mockups and Prototypes (Figma)
- Creating a Design System
- Designing Visuals: thumbnails, presentations, etc.

#### UX Researcher / Conversion Rate Optimization Specialist

Conversion Crimes

📅 Nov 2021 - Feb 2023

📍 Remote

Conversion Crimes is a start-up specializing in CRO / UX optimization. I have a variety of roles within the company. These include:

- Analyzing usability studies and writing CRO / UX reports for clients
- Organizing, writing, launching, and analyzing case studies for internal research
- Writing SOPs and updating templates
- Writing CRO / UX Teardowns

#### Design & Project Manager

DFI Dauerflora International GmbH

📅 Aug 2017 - May 2019

📍 Germany / Netherlands / Indonesia / Bahamas

Dauerflora is the global leader in greening solutions for the cruise liner industry. My main role was to communicate with clients and to help realize their projects. This includes writing and sending offers and presentations, calculating costs, and helping translate and write emails from German to English. I also worked directly on cruise ships aiding with installation of landscapes/decorations, developing clear communication skills in unusual environments.

### ■ SKILLS

**Editors:** Photoshop, Illustrator, InDesign, Affinity Designer, Canva

**Office:** Word, Excel, PowerPoint

**Google:** Forms, Sheets, Slides, Docs

**Video:** Premiere Pro, After Effects

**Prototype / Team:** Adobe XD, Figma, Notion, Loom, Dovetails

**Analytics:** Google Analytics, Hotjar