

Stephanie Gutierrez Hernandez

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EXPERIENCE

UX Designer and Brand Specialist / Design 93

Houston, TX US · Feb 2023 - Present

- Applying design principles to create a cohesive experience that is both visually appealing and informative
- Conducting stakeholder interviews to capture requirements and understand business goals, enabling effective brainstorming and ideation
- Conduct heuristic evaluations during product redesigns to identify strengths and areas for improvement
- Develop comprehensive brand style guidelines in Adobe, to enable clients to effectively and consistently implement new branding assets across diverse platforms, enhancing brand cohesion and recognition

UI Designer at ClinicalTrials.gov / ICF Next Consultant

Remote Austin, TX US · Feb 2022 - Feb 2023

- Redesign and modernize clinicaltrials.gov authenticated experience, used by sponsors and investigators to register studies and submit study results
- Improved website retention by integrating user feedback and applying accessibility standards to the ui
- Developed and tested prototypes with users to validate design decisions, using Figma for interactive demonstrations to stakeholders
- Communicate and tracked task's status in Jira, providing real-time visibility to the team and stakeholders

UX Architect at SAMHSA / ICF Next Consultant

Remote Austin, TX US · Mar 2022 - Jul 2022

- Executed user research to identify multiple personas and create user journey flows for a web app event planner
- Analyzed feedback to identify areas for improvement and refinement within terms of time and scope constraints
- Collaborated with front end engineers to understand their requirements and specifications for both mobile and desktop experience

UX Architect at NCSACW / ICF Next Consultant

Remote Austin, TX US · Oct 2021 - Mar 2022

- Provided concepts/wireframes of a dashboard to improve the complex flows the user needs to go through to be able to successfully execute their tasks
- Worked closely with the PM to figure out priority, we did this by creating a "I like, I wish, what if exercise that led us to create a priority matrix
- Created low to mid-fidelity wireframes to effectively use limited allocated time, allowing us to create and brainstorm ideas for approval
- Reduced visual overload of text heavy content by providing an accordion feature, allowing users to expand and collapse information

Graphic Designer / Harris County

Houston, TX US · Jun 2018 - Oct 2021

- Introduced brand style guideline templates for departmental use, including business cards, email signatures, and presentations, allowing for a cohesive brand presence that reflects professionalism and trustworthiness
- Worked with various teams to deliver tailored design solutions; actively engaged with clients in meetings to ask probing questions, clarify objectives, and leverage critical thinking to address complex challenges
- Provide handoff resources like training documents and/or step by step videos to set clients up for success
- Introduced night mode UI to a mapping application, ensured colors had enough contrast to be legibility for night time employees to ease eye strain
- Conducted competitive analysis to consult new department website implementation, providing research-based recommendations on standards and what current competitors are doing right and wrong

SKILLS

Design Principles, Branding, Typography, Design Hierarchy, Color Theory, Page Layout, Style Guides, White Space, Information Architecture, User Research, Wireframing, Usability Testing

Software: Adobe Creative Suite, Figma, Agile Development, Slack, Notion, Trello, Confluence, Miro, Mural, Zoom, Teams

EDUCATION

B.S. in Digital Media at University of Houston

Houston, TX US · 2018

UX Certificate at Rice University

Houston, TX US · 2021