

Mark Hernandez

UX/UI & Graphic Designer

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07751 884 566

Edinburgh, Scotland

I uncover insights and turn problems into
delightful, user-centric design solutions.

Experience

UX Designer

80 DAYS

Edinburgh, Scotland
Jul 2022 - Feb 2024

I worked with a cross-functional team, overseeing website strategy and architecture, website design and user testing for some of the world's leading hotels. I designed and created UX wireframes for new web build projects to be presented to the clients and I contributed to the application of brand and marketing strategies to website UX. I also delivered accomplished UX/UI design solutions for client's websites via post-launch Support Contract system and website audits. Devised white label/ bespoke website UX structure, functionality and specifications.

UX/UI Designer

The Covey Agency

Edinburgh, Scotland
Jun 2021 - Jun 2022

I designed UX/UI solutions for desktop and mobile websites, as well as an ePOS system. Collaborating closely with a cross-functional team, I managed website projects from start to completion. My key tasks included creating user flows, site maps, wireframes, website prototypes, client presentations, and facilitating development handovers.

Graphic Designer

Bait Al Aseel Group

Shuwaikh, KW
Apr 2015 - Mar 2020

I was responsible for designing outdoor signage, social media marketing campaigns, and packaging designs, as well as preparing material samples and mockups based on agreed briefs. My tasks also included proofreading and operating large-format printing machines.

Graphic Designer

Santino Inc.

San Jose del Monte, PH
Apr 2013 - Apr 2015

I designed innovative POS displays for international consumer products companies, including Colgate-Palmolive, Unilever, Nestlé, Beiersdorf, and Procter & Gamble. I collaborated closely with the marketing team to develop designs for brand activations and campaigns.

Education

Kingston University

Kingston School of Art

Bachelor of Arts (Honours) Visual Communications

United Kingdom
Aug 2024 - Jun 2025
Grade: TBA

Edinburgh College

HND Visual Communications User Experience Design

Edinburgh, Scotland
Aug 2020 - Jun 2022
Grade: A

Emmanuel College

Computer Science in Digital Arts

Major in Visual Graphics Design
The Philippines
Jun 2011 - Apr 2013

Awards

Creative Industries Ambassador Award

Edinburgh College
Edinburgh, Scotland

School of Art and Design Awards Winner

HND Visual Communications User Experience Design
Edinburgh College Graduate Show 2022
Edinburgh, Scotland

YCN Student Design Awards Winner

YCN (You Can Now) - The Guardian Brief
London, England

International Student of the Year

Edinburgh College
Edinburgh, Scotland

Graphic Designer of the Year

Emmanuel College
The Philippines

Achiever in Visual Graphics Design

Emmanuel College
The Philippines

Toolstack

Figma
Adobe Xd
Notion
Maze
Miro
Mural
Slack
Typeform
Framer
Webflow
Google Analytics 4
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe InDesign
Umbraco (CMS)
Squarespace
Campaign Monitor
Freshdesk
Google Workspace
Microsoft 365

Certifications

UX Writing: How to Use Words as a Design Power Tool

IxDF - Interaction Design Foundation
Issued July 2024

The Tone of Typography: A Visual Communication Guide

IxDF - Interaction Design Foundation
Issued June 2024

IxDF Membership

IxDF - Interaction Design Foundation
Issued January 2024

Managing Emotions in Times of Uncertainty and Stress

Yale University via Coursera
Issued July 2024

Basic Supervisory Skills Training

Business Coach PH
Issued Jan 2014

DSCOOP The Power of Digital Seminar

DSCOOP • Norde International • Hewlett-Packard
Issued Jan 2014

Skills

User Research
Journey Mapping
User Flows
Wireframing
Rapid Prototyping
User Testing
Design thinking method
Design Sprint
Website Architecture
Design Systems
Branding
Typography
Colour Proofing
Screen Printing
Client Presentations
Adaptability
Attention to detail
Project Management

Social

LinkedIn
[linkedin.com/in/marklaurenhernandez](https://www.linkedin.com/in/marklaurenhernandez)