

MARK PORT FOLIO

An enthusiastic and inquisitive UX/UI and Graphic Designer based in Edinburgh, Scotland.



Mark Hernandez

UX/UI & Graphic Designer

Hello, and thank you for taking the time to explore my portfolio.

I'm Mark, a UX/UI & Graphic Designer based in the stunning city of Edinburgh. Originally from the Philippines, I also lived and worked in Kuwait before relocating to Scotland. Moving here has allowed me to immerse myself in the vibrant culture and fascinating history of this remarkable city.

My career began in the world of graphic design, where I honed my skills in visual communication. Over time, I transitioned to UX/UI design, driven by a desire to create user-centred solutions that solve real-world problems. With a strong foundation in graphic design, blending creativity with functionality to craft seamless digital experiences, I thrive on delivering thoughtful, impactful experiences that delight users and achieve business goals.

As a Designer, my passion lies in crafting practical and visually appealing products that improve lives and address everyday challenges. I approach design with a user-first mindset, believing that every decision should cater to the user's needs and preferences. I thrive on problem-solving and am driven by the goal of delivering meaningful experiences with optimal results. With years of experience, I've developed a strong understanding of graphic design, user experience (UX), user interface (UI), design systems, and branding—and I often work across all these areas to support meaningful projects.

Outside of design, you'll often find me hillwalking and wandering through Edinburgh's streets, exploring its museums, galleries, libraries, shops, gardens and local cafes. As a member of the National Trust for Scotland and the Royal Botanic Garden Edinburgh, I support efforts to preserve Scotland's rich heritage while enjoying its most beautiful historic places.

www.markhernandez.co.uk

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Toolstack

These tools have significantly contributed to my professional growth as a designer, making it easier to stay current with industry advancements, especially when working alone or with cross-functional teams.



01

Wise

A product feature that enables customers to share their authentic experiences after a successful money transfer.

02

Best Before

A social awareness and a social impact project designed to encourage people to rescue perfectly good food from being discarded, with the goal of reducing household food waste.

03

The Guardian

An integrated platform within The Guardian app which allows students and existing readers to share stories, opinions, viewpoints, information, ideas and any other newsworthy events.

04

Blackcircles.com

A redesigned car tyre fitter selection process that empowers customers to efficiently plan and book their car tyre fitting appointment.

05

MuscleData

A wearable sensor device to help people monitor their workouts and track muscular load.

06

Freeflow

A productivity platform designed to transform the way remote freelancers manage their workflows.

07

Puente Romano

A collaborative project to redesign the Puente Romano website, UX optimisation, new brand application and increase conversion rates.

08

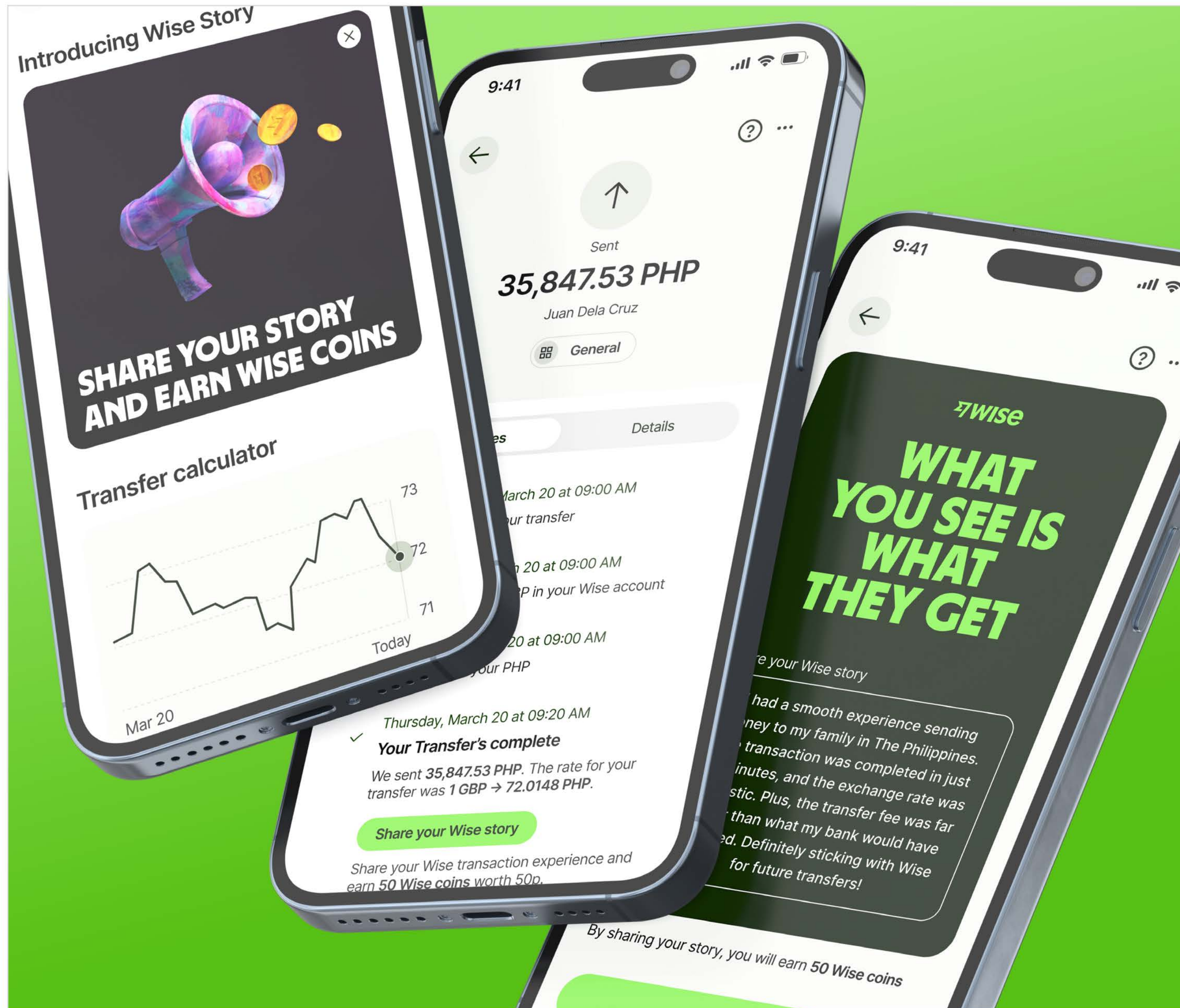
Stoke by Nayland

A collaborative project to redesign the Stoke by Nayland website, UX/UI optimisation and increase conversion rates.

09

Virgin Limited Edition

A collaborative project to redesign the Virgin Limited Edition website (Richard Branson's collection of luxury properties) to optimise the UX/UI and increase conversion rates.



01 Wise

Research, User Experience, User Interface Design and Graphic Design

Wise want to communicate to their customers that they are a trusted international solution on a mission to make the world's money work. But it all comes down to the people who need Wise, and what they need it for. Use storytelling to show how Wise is the best answer for people who need to do things in other currencies.

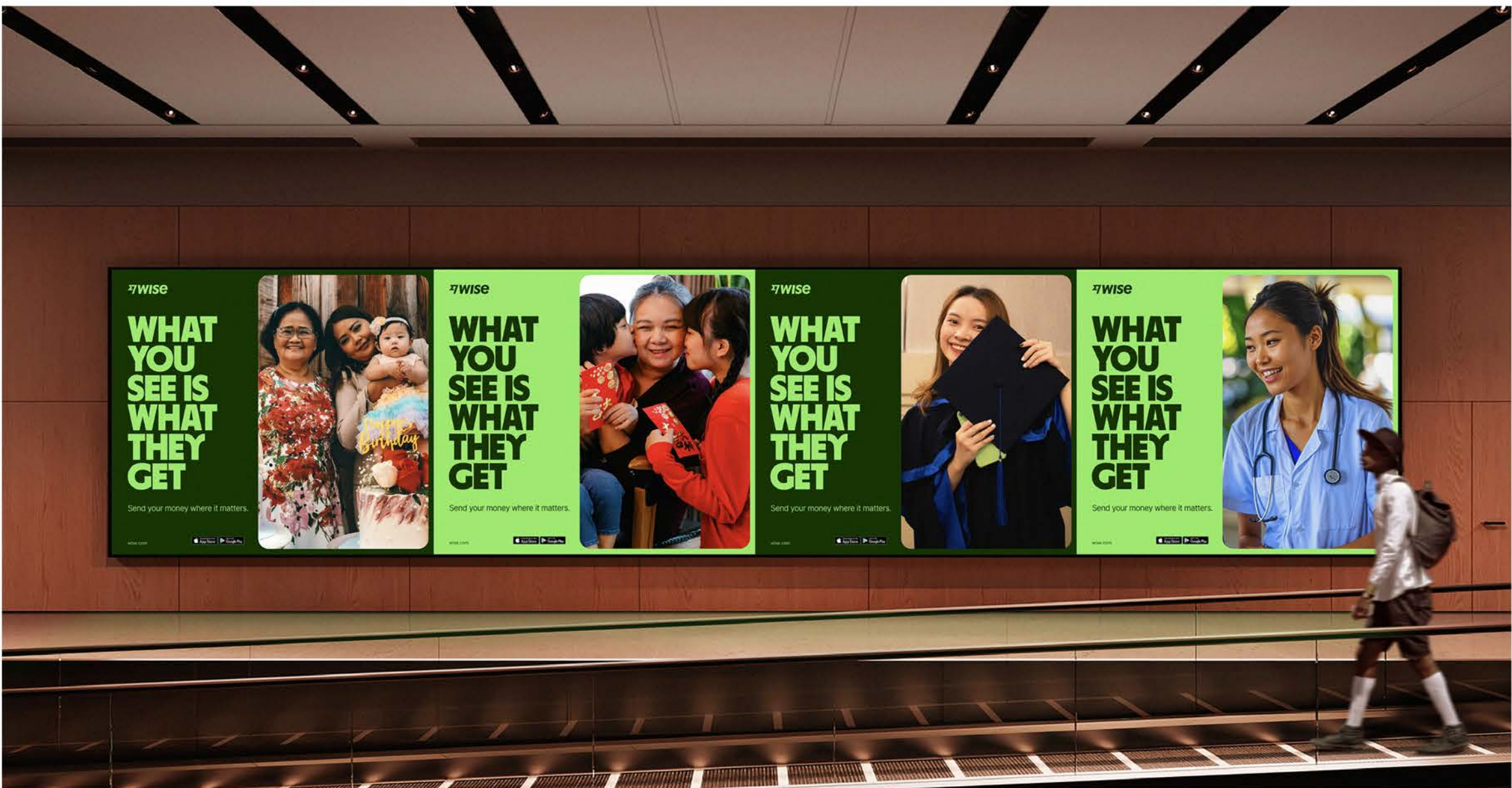
Wise offer fast, transparent, and low-cost international transfers across 160+ countries. Despite this, it faces the challenge of emotionally connecting with customers to drive consistent use. International transactions can be stressful and confusing, compounded by hidden fees and poor exchange rates. Wise has the opportunity to alleviate these pain points through compelling storytelling that showcases its value.

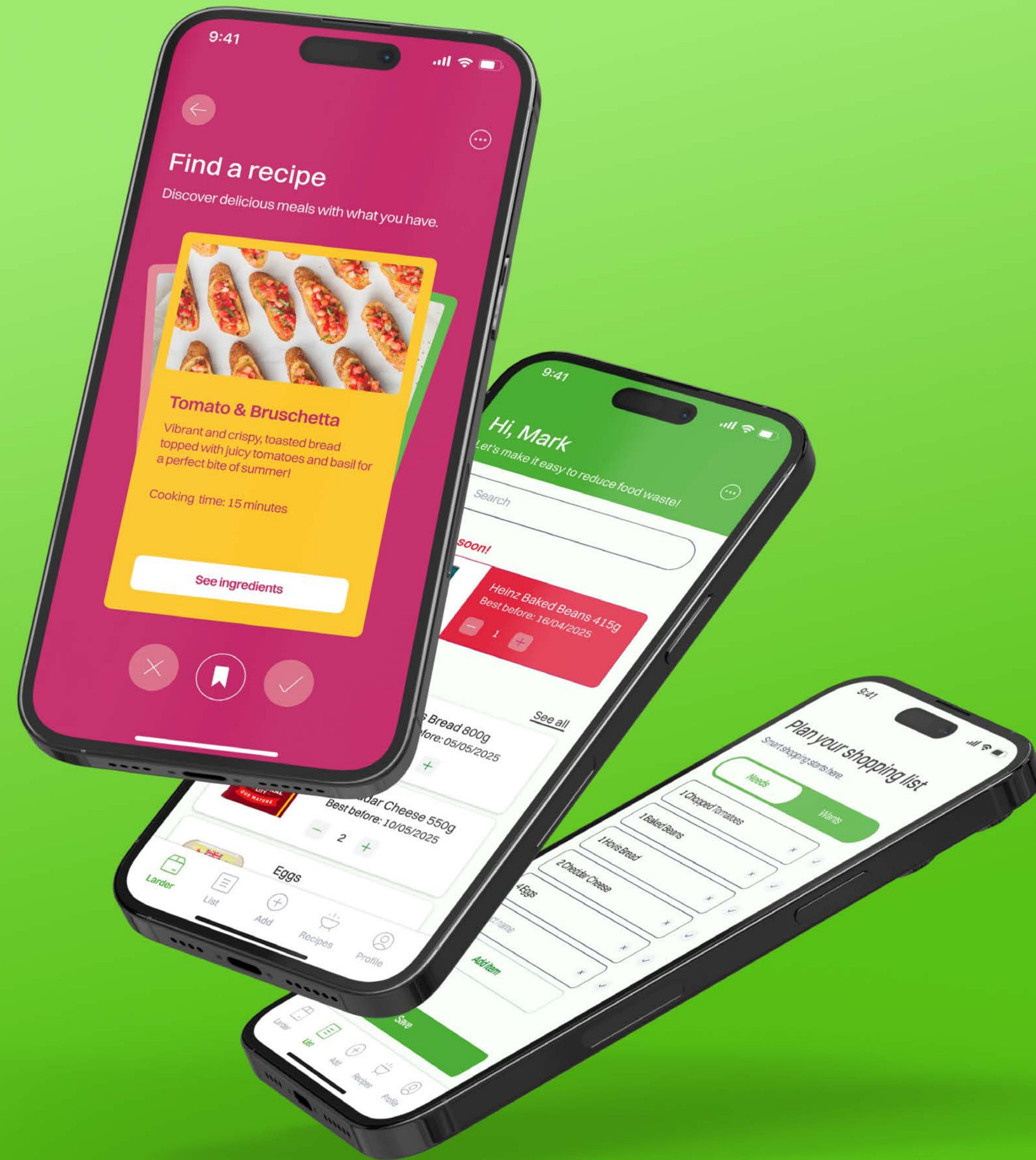
The "Wise Story" feature enables customers to share their authentic experiences after a successful money transfer, providing feedback and promoting Wise through social media stories. In return, customers earn Wise Coins, which are automatically converted into fee discounts for future transfers.

This product feature reinforces Wise's commitment to transparency and honesty, encapsulated in the slogan "What you see is what they get", ensuring customers always receive exactly what is promised, with no hidden fees or surprises.



Scan QR code to
see how it works.





02 Best Before

Research, User Experience, User Interface Design and Graphic Design

In many households, managing food supplies inventory is a persistent challenge, leading to significant food waste and inefficiencies. Losing track of product expiry dates results in good food being discarded unnecessarily, contributing to environmental and financial waste. Poor shopping list planning further exacerbates the issue, as consumers often purchase food products on offers or bulks (eg. buy1, take1) and items they already own or fail to prioritise essentials. Additionally, a lack of inspiration or suitable recipes for nearly expired products leaves these items unused and eventually discarded.

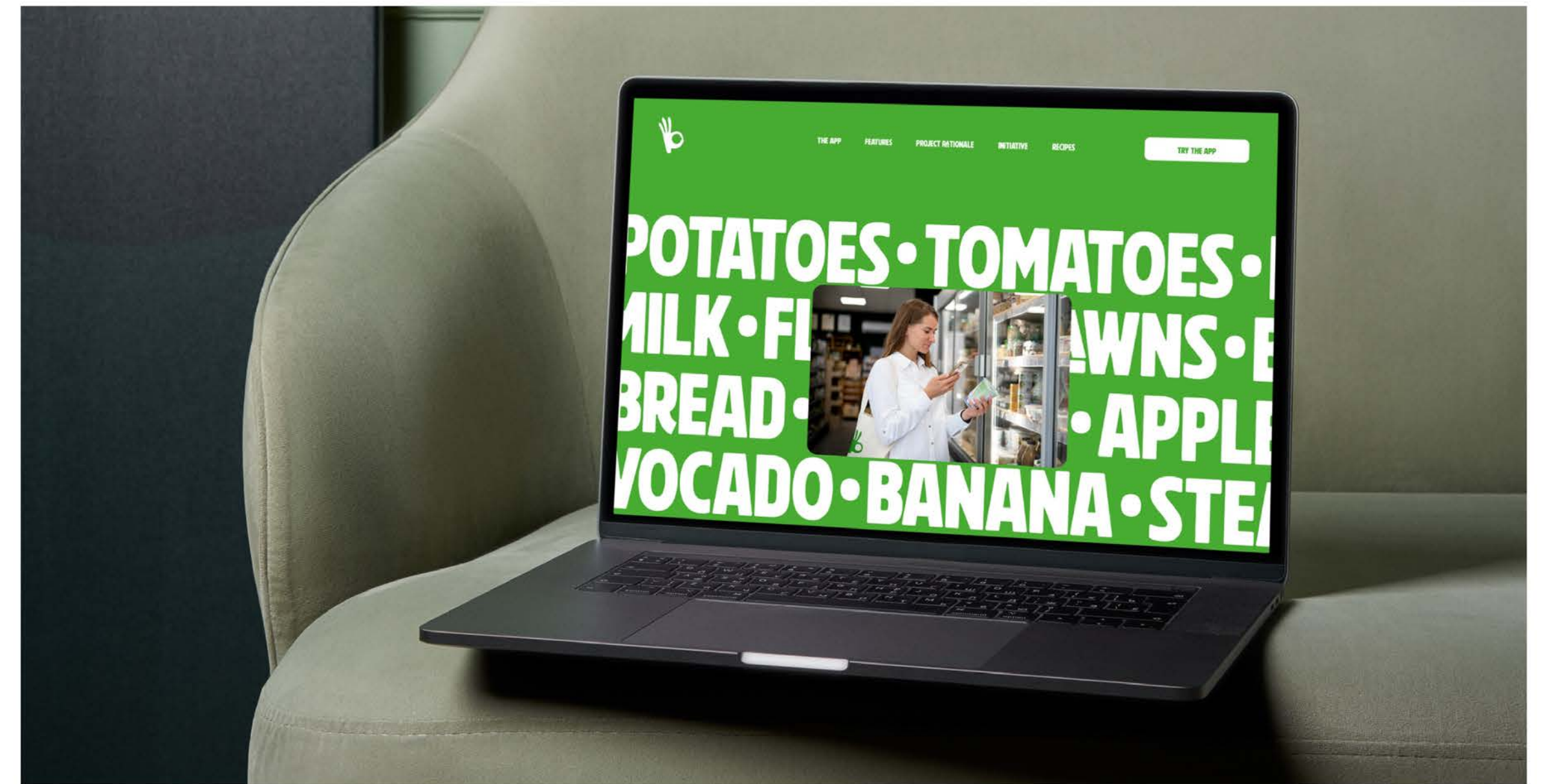
This cycle of mismanagement not only impacts household budgets but also undermines efforts to practice sustainable consumption. A solution is needed to streamline groceries management, optimise shopping habits, and encourage creative, waste-reducing meal preparation to address these interconnected issues effectively.

The 'Best Before' is a social awareness and a social impact project designed to encourage people to rescue perfectly good food from being discarded, with the goal of mitigating household food waste. The app helps households and families track their groceries' expiry dates, plan their shopping lists, and discover easy, suitable recipes to creatively use what's on hand. By doing so, it supports users in contributing to the food waste reduction initiative.

One of the app's standout features is its ability to instantly log and monitor expiry dates, ensuring users never miss a deadline. The app sends timely reminders, helps prioritise sustainable consumption, and keeps food supplies fresh, making it the perfect tool for households and anyone committed to minimising food waste while maximising efficiency.



Scan QR code to
see how it works.





03 The Guardian

Research, User Experience, User Interface Design and Graphic Design

The Guardian is committed to bringing clarity, imagination, and hope to their readers. Their journalism is independent, global, open and gives voice to the voiceless. The Guardian was targeting the students that are curious about the world, hold progressive values and be keen to seek out new information and ideas. How do we reach students in a compelling and interesting way to inspire them to digitally subscribe to The Guardian?

GScoop is an integrated platform within The Guardian app. It allow students and existing readers share stories, opinions, viewpoints, information, ideas and any other newsworthy events to make them feel that The Guardian cares for them. Giving a voice to the voiceless. The unheard. The powerless.



Scan QR code to
read case study.

YCN Student
Design Awards
Winner





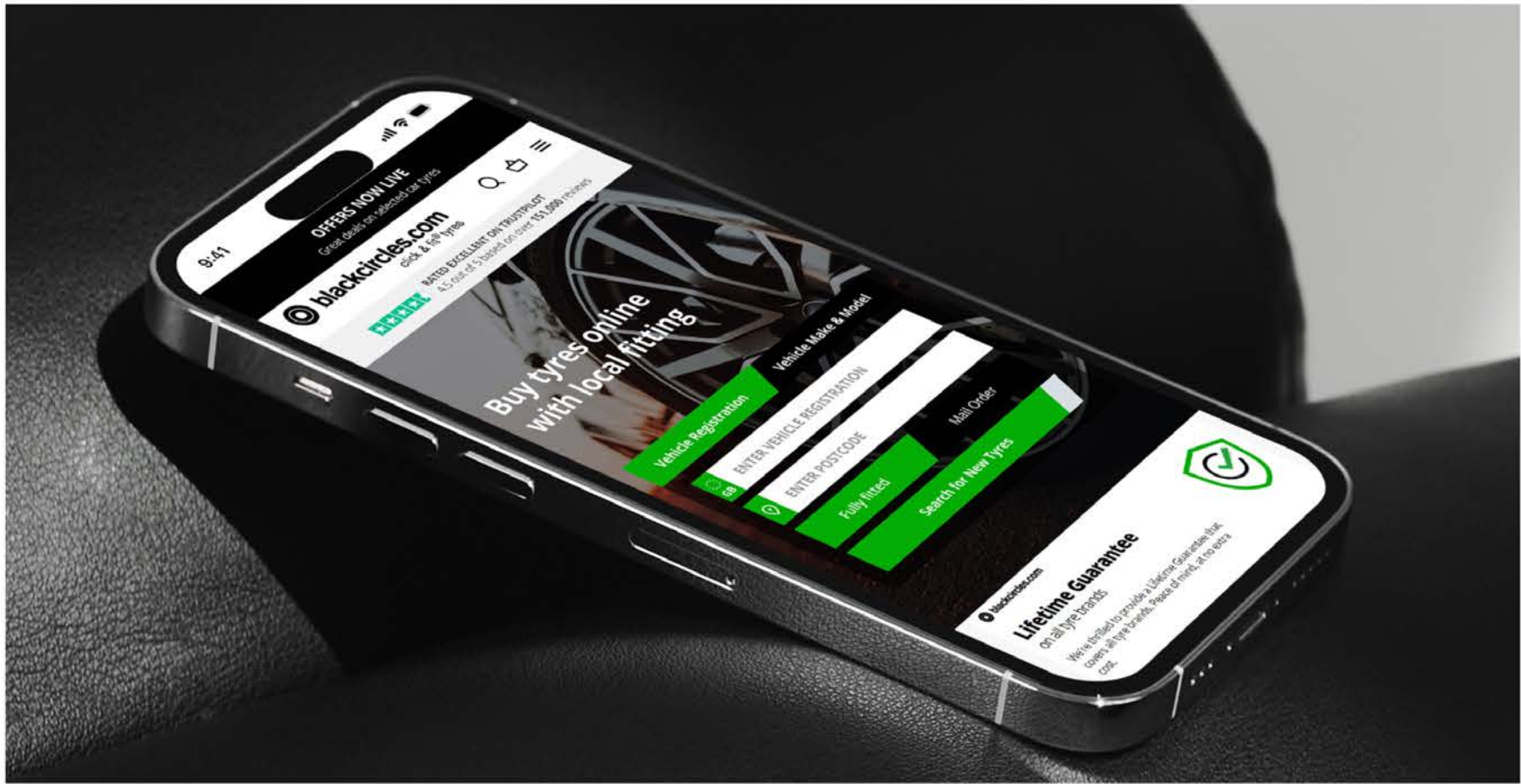
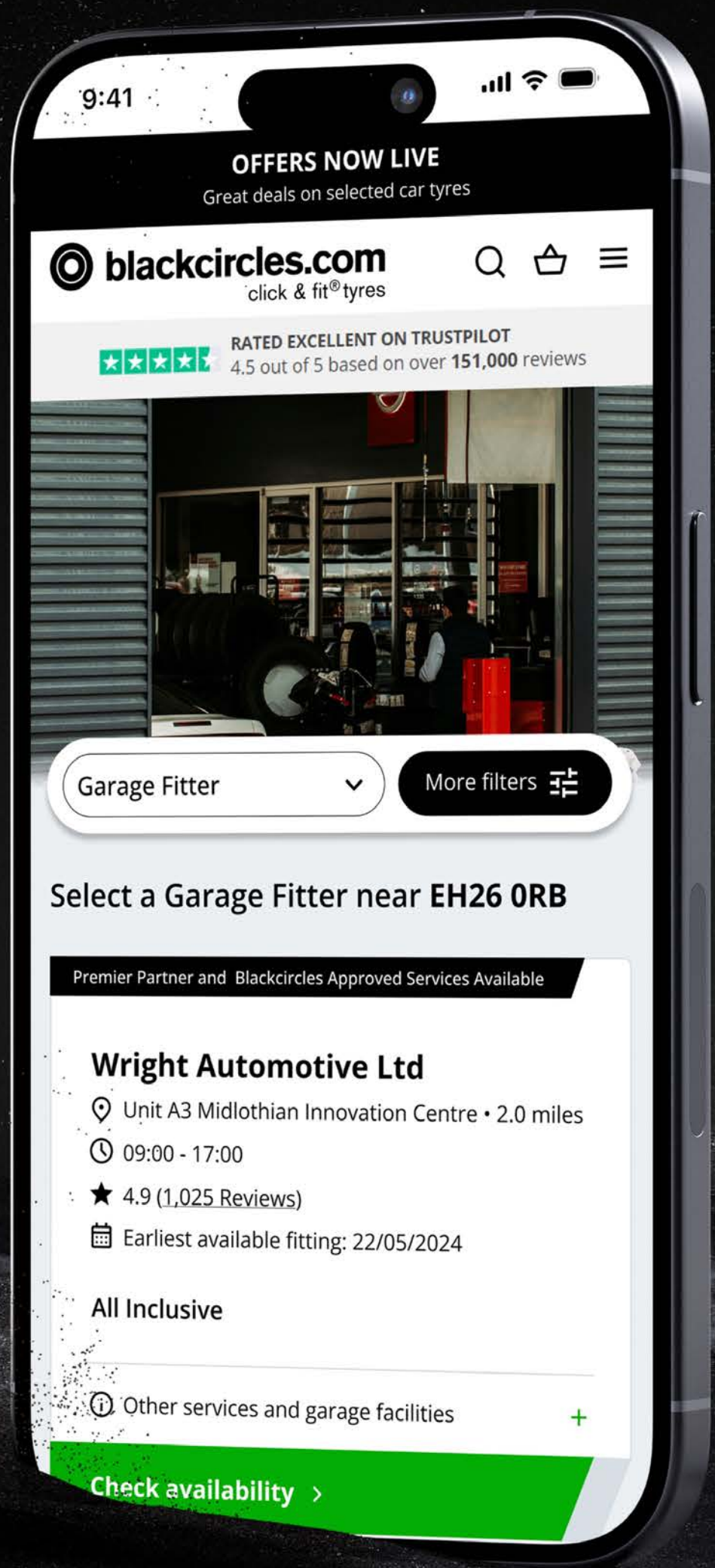
04

Blackcircles.com

Research, User Experience and User Interface Design

The fitting network is a critical component of Blackcircles' international business, mirroring its importance in the UK. It represents a pivotal stage in the customer's fully-fitted journey with Blackcircles. After adding a tyre to their basket, customers proceed to the fitter selection page, where they choose a fitter that best suits their requirements.

The redesigned fitter selection process enhances user experience by offering intuitive search options for nearby garages. Customers can choose between on-site services or convenient mobile fitting options. Additionally, the interface displays the earliest available appointment dates for each listed garage. This feature empowers customers to efficiently plan and book their appointments, ensuring a seamless and hassle-free journey from selection to fitting and get their tyres fitted conveniently.



4.5 out of 5 based on over 151,000 reviews

Buy tyres online with local fitting

Vehicle Registration

Vehicle Make & Model

GB

ENTER VEHICLE REGISTRATION

ENTER POSTCODE

Fully fitted

Mail Order

Search for New Tyres

blackcircles.com

Lifetime Guarantee

on all tyre brands

We're thrilled to provide a Lifetime Guarantee that covers all tyre brands. Peace of mind, at no extra cost.

4.5 out of 5 based on over 151,000 reviews

blackcircles.com
click & fit® tyres

Wright Automotive Ltd
Unit A3 Midlothian Innovation Centre • 2.0 miles
09:00 - 17:00
★ 4.9 (1,025 Reviews)
Earliest available fitting: 22/05/2024

All Inclusive

Other services and offers

Check availability

4.5 out of 5 based on over 151,000 reviews

blackcircles.com
click & fit® tyres

Wright Automotive Ltd
Unit A3 Midlothian Innovation Centre • 2.0 miles
09:00 - 17:00
★ 4.9 (1,025 Reviews)
Earliest available fitting: 22/05/2024

All Inclusive

Other services and garage facilities

Additional Services (Fees apply)

2-Wheel Tracking	£49.99
2-Wheel Tracking	£109.59
MOT	£54.59

For more information on any of the services listed, please close this window and click on the individual service icon on the garage listing.

Additional services: Booking and payment

If you select this Garage, you will be able to book additional services in advance. Once you select a booking date, they will be available at basket stage.

Check availability

4.5 out of 5 based on over 151,000 reviews

blackcircles.com
click & fit® tyres

Wright Automotive Ltd
Unit A3 Midlothian Innovation Centre • 2.0 miles
09:00 - 17:00
★ 4.9 (1,025 Reviews)
Earliest available fitting: 22/05/2024

All Inclusive

Other services and garage facilities

Check availability

4.5 out of 5 based on over 151,000 reviews

blackcircles.com
click & fit® tyres

EH26 ORB
Change Postcode

ATS Euromaster Edinburgh
09:00 - 20:00
★ 4.9 (1,025 Reviews)

May 2024

Tues 21, Wed 22, Thurs 23

Morning
From 09:00 to 12:00

Afternoon
From 12:00 to 17:00

Evening
From 17:00 to 20:00

Set Appointment

4.5 out of 5 based on over 151,000 reviews

blackcircles.com
click & fit® tyres

EH26 ORB
Change Postcode

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Set Appointment

4.5 out of 5 based on over 151,000 reviews

blackcircles.com
click & fit® tyres

Checkout

Step 1 • Your Details

Enter your billing details or [log in](#). You can add different details further down.

Step 2 • Your Products

Michelin Crossclimate 2
195/55 R16 V91
ATS Euromaster Edinburgh

Step 3 • Payment

No Payment Details

Pay

Tyres

Tyre Information

4.5 out of 5 based on over 151,000 reviews

blackcircles.com
click & fit® tyres

Checkout

Step 1 • Your Details

Enter your billing details or [log in](#). You can add different delivery details further down.

First Name *

Last Name *

Email Address *

Phone *

Postcode *

[Lookup Address](#)

4.5 out of 5 based on over 151,000 reviews

blackcircles.com
click & fit® tyres

Checkout

Step 1 • Your Details

Enter your billing details or [log in](#). You can add different delivery details further down.

Step 2 • Your Products

Michelin Crossclimate
195/55 R16 V91
Car type: Reinforced
£144 per tyre

Amount £576

Tyre Fitter

ATS Euromaster Edinburgh
Tuesday, 21 May 2014 at 09:00
£18 call out fee applies

4.5 out of 5 based on over 151,000 reviews

blackcircles.com
click & fit® tyres

Basket

Your Products

Michelin Crossclimate
195/55 R16 V91
Car type: Reinforced
£144 per tyre

Amount £576

Tyre Fitter

No fitter selected

Find a fitter

Promotional Code

4.5 out of 5 based on over 151,000 reviews

blackcircles.com
click & fit® tyres

Basket

Your Products

Michelin Crossclimate
195/55 R16 V91
Car type: Reinforced
£144 per tyre

Amount £576

Tyre Fitter

ATS Euromaster Edinburgh
Tuesday, 21 May 2014 at 09:00
£18 call out fee applies

4.5 out of 5 based on over 151,000 reviews

blackcircles.com
click & fit® tyres

Customise your results

Post Code
EH26 ORB

☐ Mobile Tyre Fitting
☒ Garage Tyre Fitting

Additional Services

☒ 2-Wheel Tracking
☐ 4-Wheel Alignment
☒ MOT

4.5 out of 5 based on over 151,000 reviews

blackcircles.com
click & fit® tyres

Filter your results

Post Code
EH26 ORB

☒ Nearby
☒ Earliest Fitting
☐ Most Used
☐ Highest Rated
☐ Offers & Discounts

Car Brand Specialist

Car Make
Volkswagen

4.5 out of 5 based on over 151,000 reviews

blackcircles.com
click & fit® tyres

Reviews

★ 4.9 (1,025 Reviews)

Garage review for Wright Automotive Ltd - Premier Partner on 10/05/2024
This customer had 1 x Avon ZV7 tyre fitted here

Car make: Volkswagen
Car model: GOLF MATCH TDI BMT

Easy as - ordered tyres, booked a mobile fitting, got my new tyres fitted!

Garage review for Wright Automotive Ltd - Premier Partner on 10/05/2024
This customer had 2 x Dunlop SP Sport Maxx RT tyres fitted here

Car make: Nissan
Car model: QASHQAI TEKNA DIG-T S-A

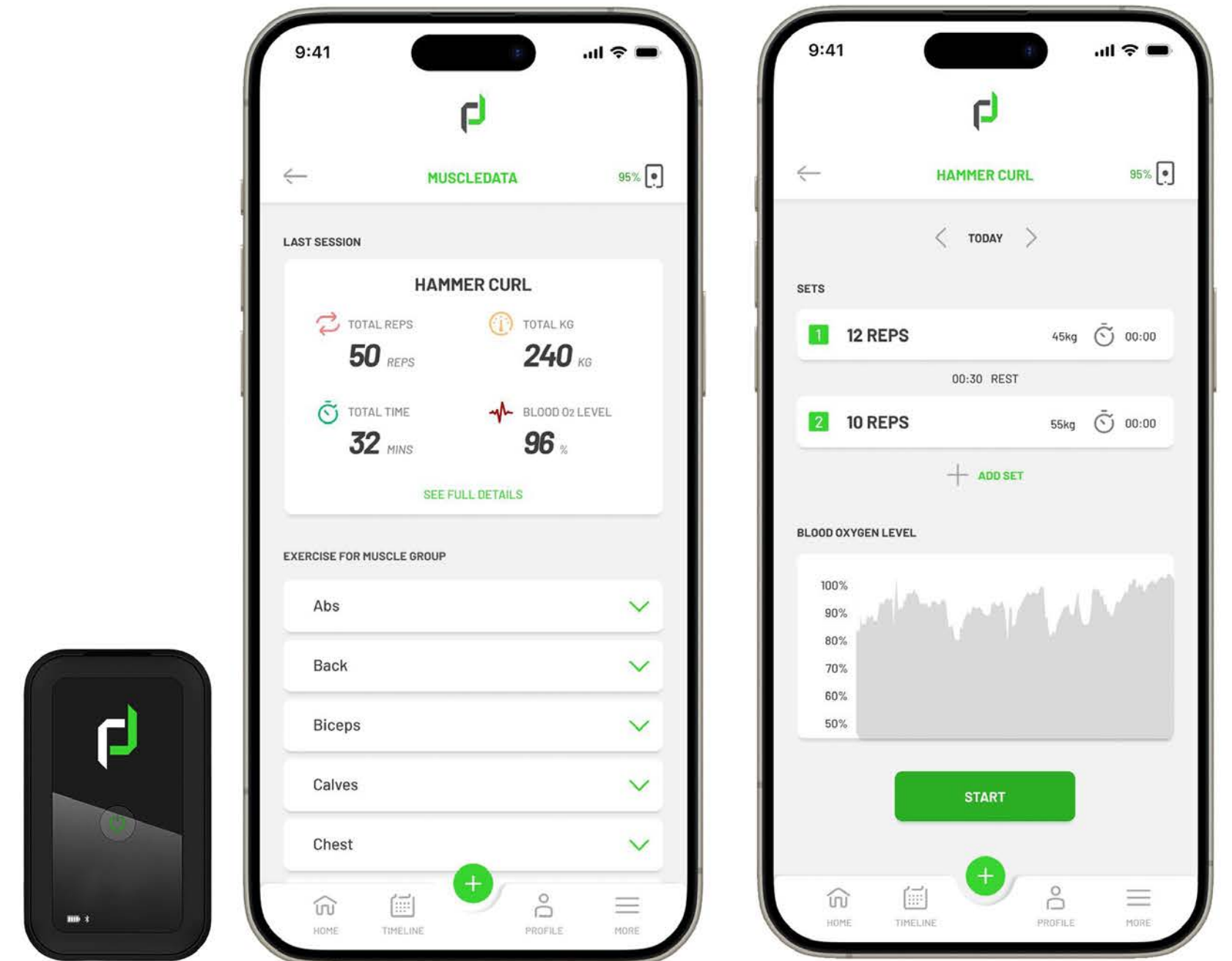


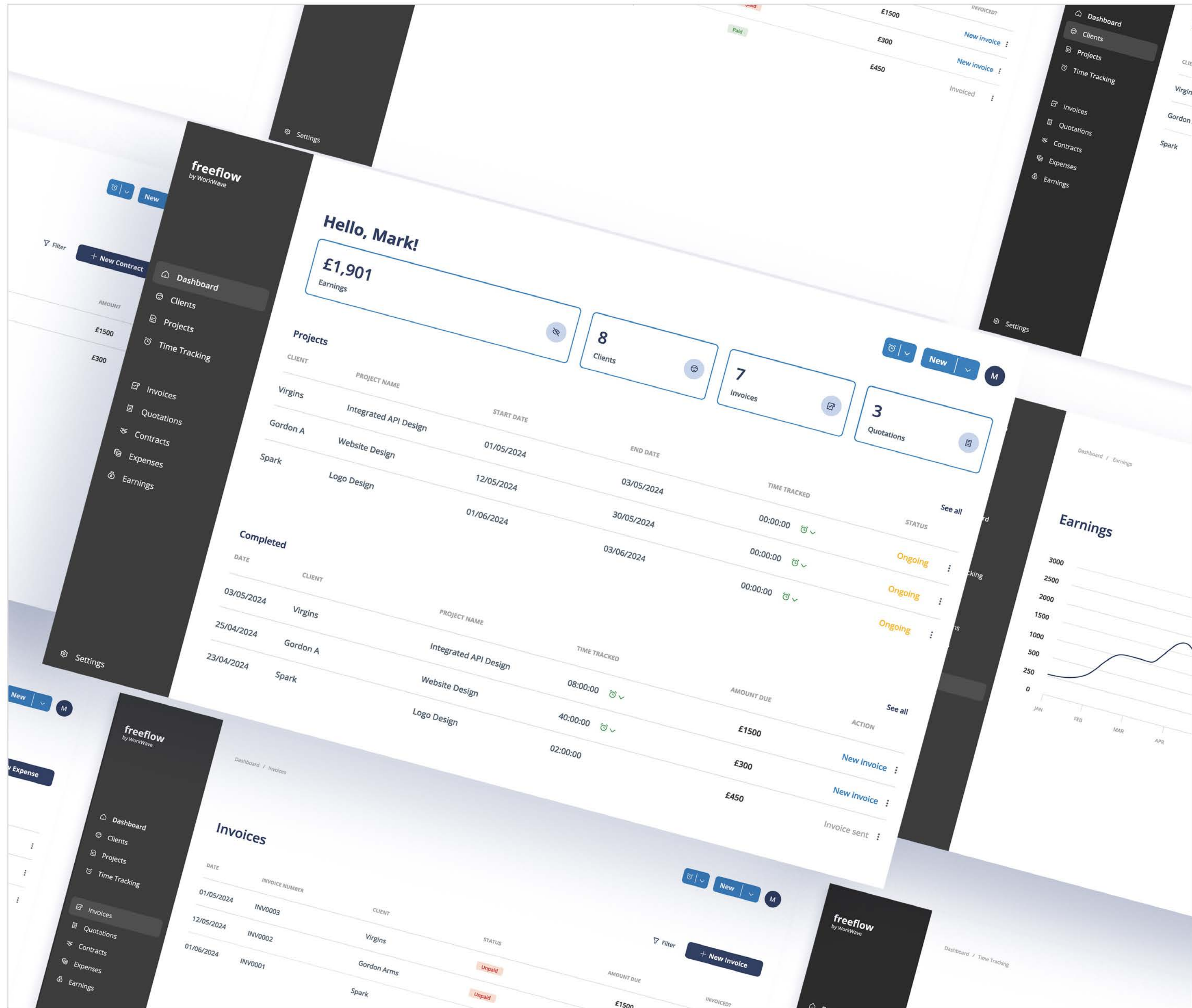
05

MuscleData

Research, User Experience, User Interface Design and Product Design

MuscleData is a wearable sensor designed to help customers monitor their workouts and track muscular load through the PlayerData app's dedicated MuscleData feature. By capturing precise data on muscle activity during exercise, it provides valuable insights into workout intensity, effectiveness, and areas for improvement. This innovation enables users to tailor their fitness routines more effectively, optimise training outcomes, and reduce the risk of overtraining or injury. The integration with the PlayerData app ensures a seamless experience, combining real-time feedback with comprehensive workout analytics.

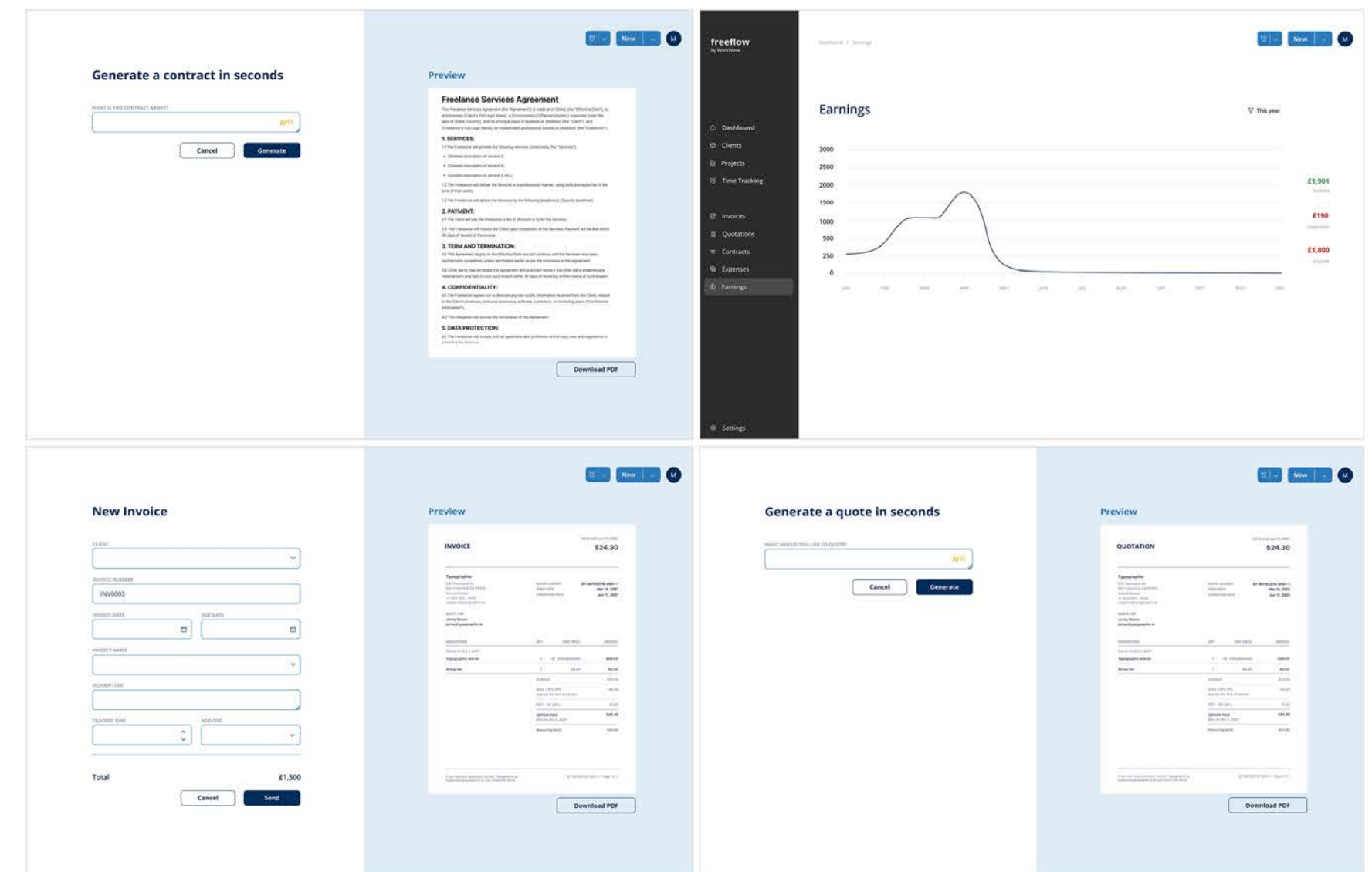




06 Freeflow

Research, User Experience, User Interface Design and Product Design

Freeflow (Freelancer's Workflow) is a productivity platform designed to transform the way remote freelancers manage their workflows and achieve success. Tailored to the needs of independent professionals, Freeflow empower freelancers with the tools they need to thrive in a competitive market, offering support in navigating the complexities of remote work.





07

Puente Romano - Marbella

User Experience, User Interface Design and Website Design

www.puenteromano.com

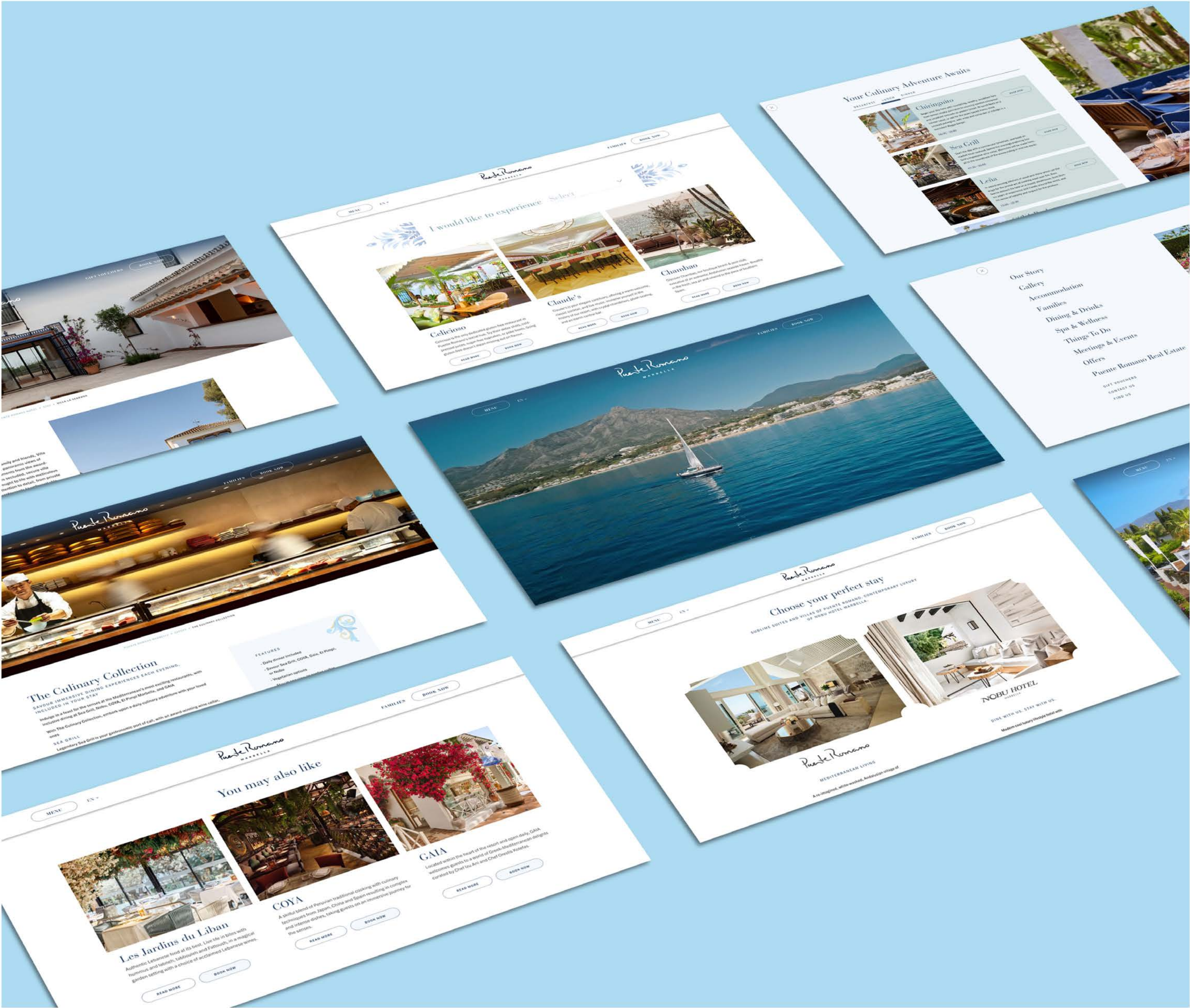
Collaborative work at 80DAYS

My Role: UX/Website UI Designer, CMS, Client Support

A redesigned website for Puente Romano Marbella, a Mediterranean's most vibrant beach resort with a whitewashed Andalusian village-style resort of spacious suites and private villas, and revel in a gastronomic adventure at more than twenty restaurants and bars.



Scan QR code to view the website.



08

Stoke by Nayland

User Experience, User Interface Design and Website Design

www.stokebynayland.com

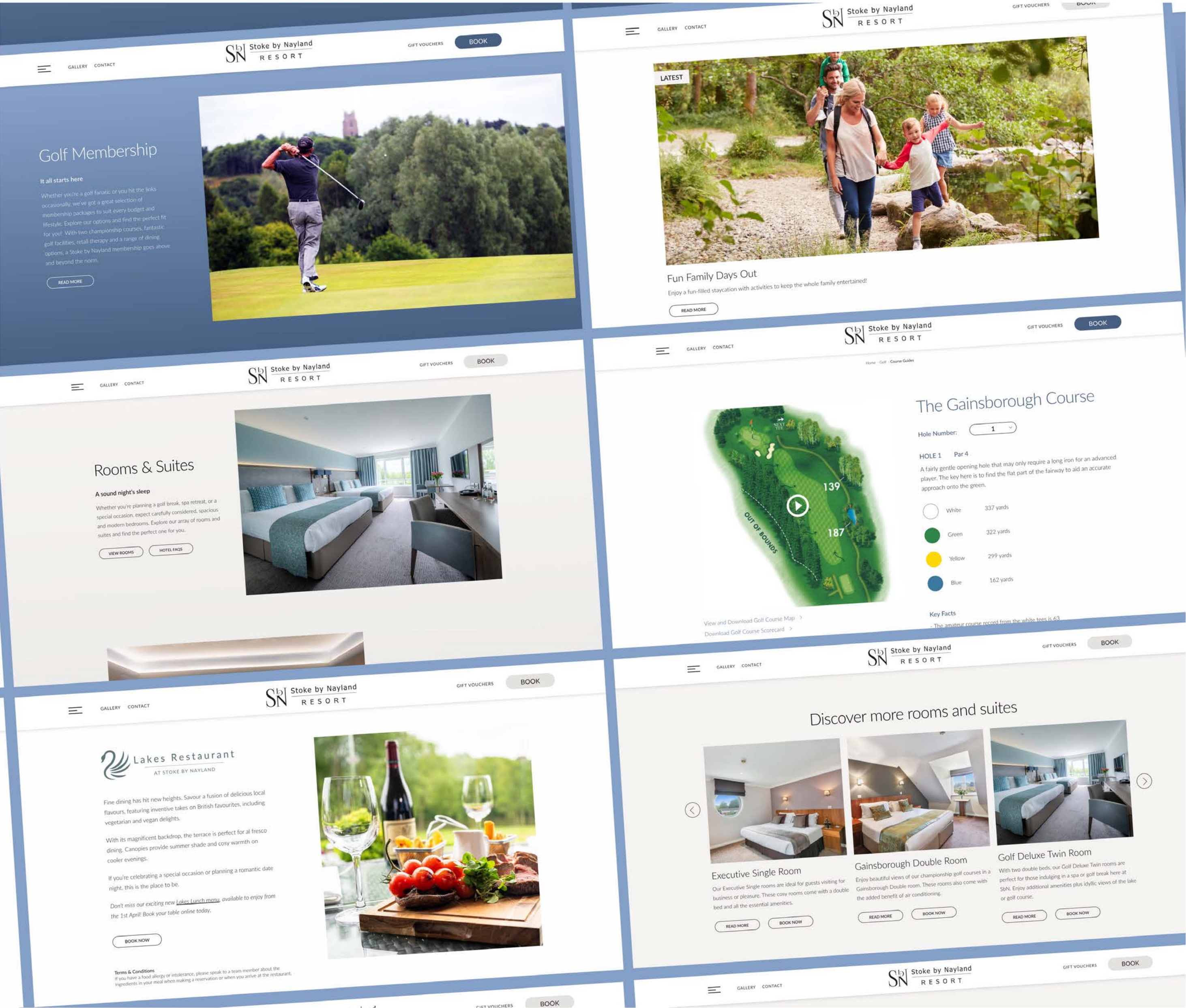
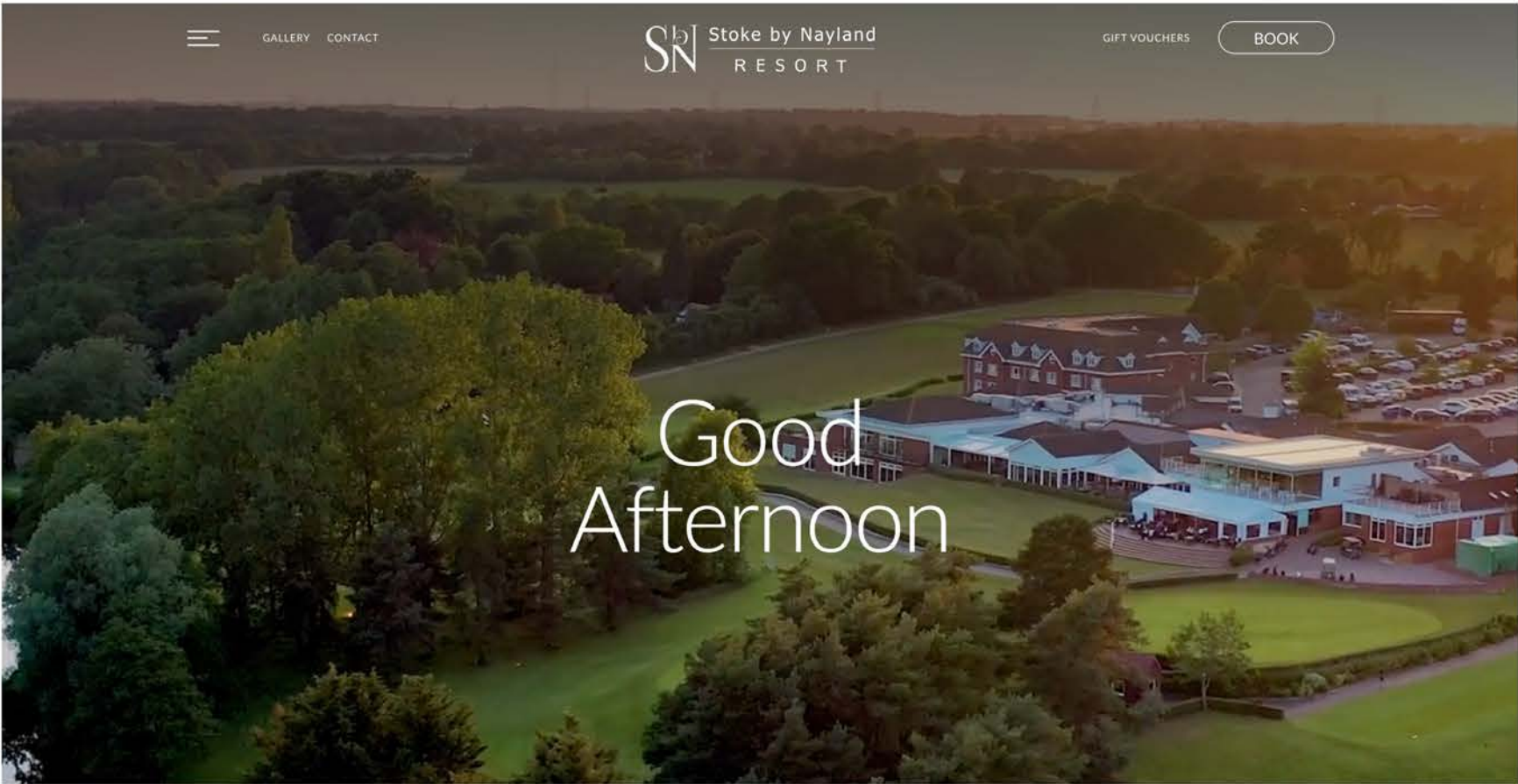
Collaborative work at 80DAYS

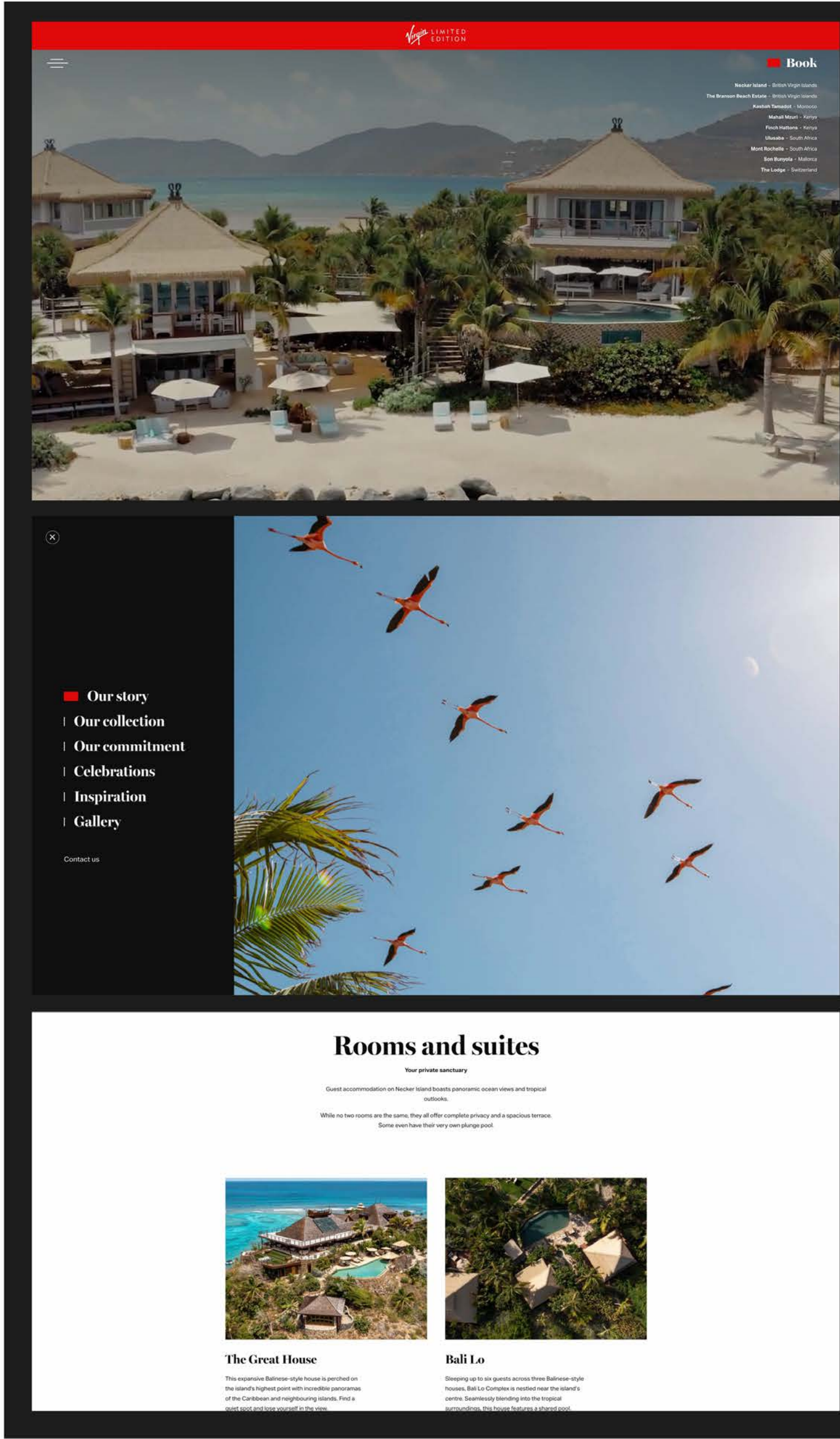
My Role: UX/Website UI Designer, CMS

A redesigned website for Stoke by Nayland Hotel, a family-run country resort nestled in the Dedham Vale Area in Essex. Offering championship golf courses, rejuvenating spa, restaurants and event spaces, cosy modern bedrooms, and eco-friendly lodges.



Scan QR code to view the website.





09

Virgin Limited Edition

User Experience, User Interface Design and Website Design

www.virginlimitededition.com

Collaborative work at 80DAYS

My Role: UX/Website UI Designer, Client Support

A redesigned website for Virgin Limited Edition, Sir Richard Branson's collection of unique, ultra-luxury retreats located in some of the most breathtaking settings in the world. Including two private islands, a mountain retreat, a game reserve and safari lodge, two tented camps, a vineyard, a ski lodge, luxury villas and a historic finca turned luxury hotel.



Scan QR code to view the website.



Like what you see?

Please, feel free to fire me an email or connect with me through social media. 🙌

marklauren.nh@gmail.com

www.markhernandez.co.uk

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