

Hernán Ellena

UX Designer | Product Designer

Córdoba, Argentina

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

hernanellena.com.ar

hola@hernanellena.com.ar

+54 9 3564 304941

About

As a highly motivated professional, **I am driven by my curiosity and a desire to continuously push my own limits.** With a passion for problem-solving, I thrive on accepting challenges and collaborating closely with my team to develop innovative solutions. I approach every task with a strong sense of commitment and dedication, and **I am always eager to tackle new and complex problems.**

As a designer, I specialize in **creating simple and intuitive experiences throughout the different phases of product development.** I work closely with cross-functional teams, including development teams, to co-create new solutions that are not only useful, but also accessible to everyone. I pride myself on my ability to design experiences that are both aesthetically pleasing and highly functional. **I am committed to delivering exceptional results in everything I do.**

Skills

User Experience (UX) • Product Design • Adobe Creative Suite • Teamwork • Identity Design • User-centered Design • Research • Prototyping • Figma • Communication • Collaboration • User Interface Design • Blockchain • Distributed Ledger Technologies (DLT) • Smart Contracts • Innovation • Interaction Design • Information Architecture • Usability Testing • Wireframing • User Research Design • Systems Agile • Methodologies • Empathy

Education History

UXWriting Academy

Buenos Aires, Argentina

Advance UXWriting

Mar 2023 - Jun 2023

Edison

Buenos Aires, Argentina

Gamification

Mar 2023 - Apr 2023

Universidad Nacional de Córdoba

Córdoba, Argentina

Architect and Urban Planner

Mar 2016 - Jun 2022

Universidad Nacional de Córdoba

Córdoba, Argentina

BIM Specialist

Jan 2020 - Apr 2022

Google Creative Campus

Online - San Francisco, California

UX Design Certificate

Mar 2020 - Dec 2022

Intuitiva UX

Online - Buenos Aires, Argentina

UX Writing Principles

Jun 2022

Hello Wood

Ceibas, Entre Ríos, Argentina

Design and Construction Processes

Dec 2018 - Dec 2020

Language

Spanish: Native

English: (B2) Intermediate proficiency

Work Experience

UX Designer

Avature | Córdoba, Argentina

- Design intuitive user interfaces for web-based enterprise applications and mobile-first consumer applications. Collaborate closely with product owners to understand requirements and translate them into visually appealing, user-friendly designs.
- Lead strategy and define roadmaps in collaboration with product and engineering teams. Identify key information, understand users, and generate possible solutions based on user search experience.
- Utilize Figma, Sketch, Draw.io and Balsamiq to create wireframes, prototypes, and final designs, collaborating closely with developers to ensure accurate and efficient implementation.
- Work closely with the implementation team on the design and development of customer solutions.
- Continuously enhance user experience by incorporating feedback from users and stakeholders. Share valuable insights from our experience with customer solutions with the Product team to contribute to the development of new features and process improvements.
- Understand software limitations and be adaptable in adjusting designs accordingly. My comprehensive approach ensures meaningful contributions to project success, delivering effective and engaging solutions for end-users.

Nov 2021 - Present

Product Designer

Tokenize-IT - Wootic | Córdoba, Argentina

- Create intuitive user interfaces for web-based enterprise applications and mobile-first consumer applications and work closely with product owners to understand their requirements and translate them into visually appealing and easy-to-use designs;
- Guide strategy and define roadmap in close collaboration with product and engineering partners;
- Identify Information, understand our users and generate possible solutions based on the user's search experience
- Use Figma to create wireframes, prototypes, and final designs and collaborate with developers to ensure that designs are implemented accurately and efficiently;
- Continuously improve the user experience by incorporating feedback from users and stakeholders;
- Guide strategy and define roadmap in close collaboration with product and engineering partners. Identify Information, understand our users and generate possible solutions based on the user's search experience;
- Understand the limitations of software and be willing to adjust designs accordingly.

Nov 2021 - Present

Creative Strategist and Staff Member

Argentina Fashion Week | Córdoba, Argentina

- Strong visual aesthetics and ability to design with customers needs in mind
- Collaborative mindset and experience working with cross-functional teams
- Project management skills developed through event planning and coordination
- Creative expertise and ability to work well with others make a great fit for a UX design role.

Sep 2022 - Present

Architect and Interior Designer

Estudio Lorenzo Arquitectos | Córdoba, Argentina

- Utilize BIM (Building Information Modeling) software to create and manage digital models of building projects.
- Collaborate with cross-functional teams, including engineers and construction professionals, to ensure that designs meet technical requirements and project goals.
- Conduct clash detection analyses to identify and resolve conflicts between building systems, such as electrical and plumbing.
- Use BIM data to create construction documents, including floor plans, elevations, and sections.
- Implement BIM standards and best practices to ensure consistency and accuracy across projects.

Ago 2019 - Oct 2021

Freelance 3D Artist

Electronics Arts - EA Game Changers | Spain, Remote

- Create 3D models and textures for game environments, characters, and objects using industry-standard software such as Blender and 3DS Max.
- Collaborate with game designers and developers to ensure that art assets meet technical and gameplay requirements.
- Implement textures and materials to bring 3D models to life and create a cohesive visual style for the game.
- Continuously iterate and refine art assets based on feedback from my mentor and playtesting results to ensure the best possible player experience.

Feb 2012 - Apr 2014

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