MIGUEL HERNÁNDEZ DOMENECH
PRODUCT DESIGN CONSULTANT

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PROFILE

Product Design Leader with 15+ years creating user-centered experiences across SaaS, Fintech, E-commerce, and Insurtech. Career includes 11 years as embedded consultant, building UX organizations as executive, and leading product strategy. Establishes design practices, mentors distributed teams, and delivers through hands-on design work and organizational leadership.

miguelhd.com

EXPERIENCE

Nonprofit Consulting
2024 – Present
Remote

Digital Strategy Consultant
- Advising organizations on digital infrastructure and product strategy to scale community impact

Embroker
2020 - 2023
Remote

Senior Director of User Experience
- Built UX organization from ground up, transforming design into strategic partner across product, engineering, and marketing
- Created design-to-code system with component library and design tokens, improving delivery speed 40% and reducing release cycles
- Established governance frameworks and contribution models; tracked adoption metrics and OKRs to measure platform maturity and business value
- Standardized design-to-development workflows and sprint rituals across distributed teams in U.S., Canada, Serbia, and contractor organizations
- Built and mentored team of designers, illustrators, and front-end engineers

Deep Dive Design
2009 – 2020
San Francisco Bay Area, CA

Lead Design Consultant
- Embedded consultant providing product design expertise to SaaS, fintech, entertainment, and e-commerce. Took on roles ranging from IC to design lead and manager, depending on project scope and team needs.

Brightloom
2017 - 2018
San Francisco, CA

Lead Product Designer
- Redesigned the kitchen management platform that powered Eatsa's automated restaurants, improving efficiency and usability for back-of-house teams.
- Re-architected the interface for kitchen staff and store managers, cutting average order-fulfillment time by roughly 30 %.

Intuit
2015-2017
2018-2019
Mountain View, CA

Senior Product Designer
- Core contributor to QuickBooks Design System creation; built component-based architecture unifying experience for millions of users
- Created reusable component library with design tokens, reducing design-to-development time 35%
- Migrated 125+ designers globally from legacy Harmony system to QuickBooks Design System
- Extended Bolt Design System across Payments and Payroll products; collaborated with engineering on accessibility compliance

StubHub
2013 - 2015
San Francisco, CA

Lead Product Designer
- Managed cross-functional team creating StubHub's first design system based on Atomic Design and SMACSS principles
- Directed modular design system development; guided adoption across teams, improving consistency and delivery speed
- Introduced new design methodologies and collaboration tools; designed data-informed interfaces using behavioral analytics and machine learning models

Netflix
2009 - 2011
Los Gatos, CA

Senior UX Designer
- Designed video streaming applications for iOS, consumer electronics, and game consoles. Designed Netflix's user interface for the PlayStation 3 and more than 200 Netflix-ready devices

LINKS

Portfolio:
https://www.miguelhd.com

LinkedIn:
https://www.linkedin.com/in/miguelhd

EDUCATION

Escuela de Artes Plásticas y Diseño de Puerto Rico
Design and Visual Communications

Universidad de Puerto Rico, Mayagüez
Physics