MIGUEL HERNÁNDEZ DOMENECH
PRODUCT DESIGN LEADER

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PROFILE

Product Design Leader with over 15 years of experience driving innovation across diverse industries, including SaaS, Fintech, E-commerce and Insurtech. Proven track record establishing UX practices, leading high-performing design teams, and delivering user-centered solutions that harness the power of emerging technologies. Excels at fostering cross-functional collaboration, leveraging data-driven insights, and mentoring designers.

miguelhd.com

EXPERIENCE

Embroker
2020 - 2023
Remote

Senior Director of User Experience

- Spearheaded establishment of UX practice, implementing user-centered design principles to lay foundation for AI-powered insurance products
- Led and mentored a remote team of designers, handling recruitment, mentoring, and professional development, and creating an environment that encouraged growth and creativity
- Managed design operations, coordinating people, processes, systems, and tools to facilitate efficient collaboration within a globally distributed team

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

Lead Design Consultant

- Delivered user-centered solutions for clients in SaaS, Fintech, and E-commerce industries

Intuit
2015 - 2019
Mountain View, CA

Senior UX Designer

- Instrumental in design, development and implementation of QuickBooks Design System, leveraging component-based architecture to efficiently scale cohesive experience across products
- Created, and managed tools and methodologies to efficiently transition a team of 125+ designers across the globe from the former Harmony Ecosystem component library to the QuickBooks Design System
- Collaborated with the QuickBooks marketing team implementing the new Bolt Design System on QB Payments, QB Payroll, and other accounting SaaS products for small businesses

StubHub
2013 - 2015
San Francisco, CA

Lead Product Designer
- Headed the UX design standards and design operations team, establishing efficient cross-functional workflows and a modular design system
- Introduced new design methodologies, collaboration tools, and clear design guidelines, streamlining processes and improving team productivity
- Designed data-driven UIs to support ticket sales and event management, leveraging insights from user behavior analytics and machine learning models

Flickr
2012 - 2013
San Francisco, CA

Senior UX Designer
- Collaborated with Flickr's UX team on redesigning the experience of sharing, organizing, and viewing photos on the web
- Led the redesign of Flickr's home page, creating an activity feed to bring relevant content and connections to the forefront of the user experience

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

Yahoo!
2007 - 2009
Sunnyvale, CA

Senior UX Designer
- Designed site architecture, screen layouts, email campaigns, promo units, and syndicated ads for Y! Groups, Y! Travel, Y! Shopping and Y! Personals

IconNicholson LBi
2006 - 2007
New York City, NY

Senior UX Designer
- Developed websites, marketing campaigns and interactive retail kiosks for clients in pharmaceutical, finance, and consumer electronics industries

LINKS

Digital Portfolio:
https://www.miguelhd.com

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

EDUCATION

Escuela de Artes Plásticas y Diseño de Puerto Rico
Visual Communications

Universidad de Puerto Rico
Physical Sciences