



Kevin Herrera

STRATEGIC UX DESIGNER

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Portfolio

kevinherreradesigns.com

Email

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EDUCATION

BFA Computer Graphic Arts

University of the
Incarnate Word

2010

Design Thinking

IBM

2016

UX Certified

Nielson Norman Group

2019

Design Strategy Certified

IDEOU

2020

PROFESSIONAL PROFILE

Proficient user experience designer with proven ability to facilitate a multitude of different user experience methodologies, design sprints and cross collaboration work sessions that create highly motivated agile product teams dedicated to communicate, conceptualize and connect user needs to business goals and objectives in both tactical and strategic experience solutions.

EXPERIENCE



LEAD UX DESIGNER

2021—Present

Charles Schwab

- Lead cross-functional UX teams to develop client experience solutions for optimal native and responsive experiences.
- Guided and conducted user research efforts through client interviews, field studies and both moderated and unmoderated user test.
- Designed and developed design system libraries for client experiences that adopted UI and interaction standards for managed invested clients
- Established new collaboration methods for ux design organization for UI share outs, enhancements and delivery of better UX deliverables through design thinking.



SENIOR UX DESIGNER

2017—2021

USAA

- Lead cross-functional agile teams to develop service design solutions for optimal native and responsive user experiences
- Oversee definition of complex user requirements and experience strategy road-maps success metrics with agile work teams
- Mentored and guided ux design teams for utilization of user-centered design activities and methodologies



Kevin Herrera

STRATEGIC UX DESIGNER

SKILLS

Experience Strategy

Project Management

Mentoring

UX/UI Design

Mobile Design

User Research

Prototyping

Mental Models

Journey Map

UCD Facilitation

Adobe CC

Sketch

Figma

Mural

Invision

Html / CSS / JS

Keynote

UX DESIGNER

2016—2017

USAA

- Conducted user-centered design sprints for various bank and investment product pages and servicing tools
- Conceptualized and developed interactive prototypes for end to end user experiences focusing on conversion and utilization
- Mentored and trained new and junior level designers in product and service design for web and native platforms

UX PRODUCER/ PROJECT MANAGER

2014—2016

USAA

- Designed IA structures for complex multi-product solutions
- Managed project timelines and designer workloads
- Coordinated collaborative work sessions to create experience strategy road-maps focused on user needs

UX/UI DESIGNER & DEVELOPER

Early 2014—Mid 2014

KForce/USAA (Contractor)

- Implemented design solutions that increased engagement and conversion for USAA product landing pages
- Developed custom design solutions that centered around user needs and business goals and objectives
- Conceptualized user experiences for tactical and targeted marketing experiences, enhancing member shopping experiences for USAA responsive web storefront

MULTIMEDIA DESIGNER & DEVELOPER

2012—2014

Pixelworks

- Designed and developed websites and online advertisements for local clients and magazine publications
- Create graphics and editorial layouts for marketing campaigns and local magazine publications

WEB DESIGNER & DEVELOPER

2011 – 2012

Boss Creative

- Designed and developed cms websites, online graphics, logos and content strategy for local businesses
- Convened with business stakeholders on crafting out vision, design layout and project timelines