

Alejandro Hernández

Senior Product Designer | Medellín, Colombia

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SUMMARY

Senior Product Designer with 8+ years of experience designing complex systems, scalable products and digital experiences across fintech, sports tech and B2B platforms. Experienced working in cross-functional product teams, balancing business goals, technical constraints and real user behavior across real-time and data-heavy environments.

WORK EXPERIENCE

Senior Product Designer

Genius Sports · 2021 - 2025 · Remote

- Led product design across B2B sports technology products, live betting experiences and embedded sportsbook platforms used across mobile and desktop environments.
- Designed scalable interaction systems that balanced business goals, technical constraints and fast-paced user behavior across multiple sports and operators.
- Led product design for BetVision, a live betting platform combining ultra-low latency streaming, real-time betting markets and contextual sports data into a single experience, contributing to a 110% increase in streams year-over-year.

UI/UX Designer

Multiplica · 2019 - 2021 · Remote

- Designed B2B analytics and data visualization experiences that transformed large volumes of transactional and demographic data into clear and actionable product insights.
- Designed interfaces, interaction patterns and implementation-ready UI systems for responsive B2B platforms alongside researchers, developers and product teams.
- Used rapid prototyping and user testing to validate ideas, improve usability and support evolving product decisions across digital products.

Visual + Web Designer

BuenaVista Co. · 2016 - 2019 · Remote

- Designed 20+ websites and brand identities across technology, retail, finance and entertainment industries, helping clients strengthen their digital presence and communication.
- Translated business needs into clear digital experiences for clients across technology, retail, finance and entertainment industries.
- Worked across UI design, front-end implementation and iterative client feedback cycles, strengthening adaptability and communication skills early in my career.

EDUCATION

B.A. in Social Communication – Advertising Communications
Universidad Católica Andrés Bello (UCAB)

CORE AREAS

Complex Workflows · Interaction Design · Scalable UI Systems · B2B Platforms · Data Visualization · Product Strategy · Design Systems

TECHNICAL CAPABILITIES

Design Systems · Component Libraries · Design Tokens · Figma Variables · Auto Layout · Prototyping · User Research · Usability Testing · Developer Handoff · Documentation · AI-Assisted Workflows · HTML/CSS · Storybook

TOOLS

Figma · FigJam · Framer · Miro · Notion · Jira · Linear · Tailwind · Git · AI Tools