Aarón Uriel Hernández Cubero

Ingeniero en Diseño Industrial: Diseño de Productos y Comunicación Visual

UX | UI | Design Thinking | Visual design

ID: 6-0358-0839   Curridabat, San José, Costa Rica   (+506) 8614-3628   aaronhc7@gmail.com

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BILINGUAL   **English** (Professional working proficiency.)   **Spanish** (Native language)

PROFESSIONAL SUMMARY

I'm Aarón U. Hernández Cubero, an Industrial Design Engineer with 11+ years in product design and visual communication. I specialize in UX/UI design, web development, and digital content creation. My expertise includes creating storyboards, wireframes, user scenarios, and task flows, with a focus on conceptual design and information architecture. I excel in conducting interviews, user research, understanding technical constraints, user goals, and business requirements, experience in producing high-craft presentations for senior audiences. Through strong organizational skills, attention to detail, and excellent communication, I create user-centered solutions that align with strategic goals and resonate with target audiences.

EXPERTISE

TECHNICAL SKILLS	SOFT SKILLS	SOFTWARE
User Experience (UX) Design	Collaboration	Adobe Photoshop
User Interface (UI) Design	Analytical Thinking	Adobe Illustrator
User-Centered Design	Time Management	Adobe After Effects
Wireframing and Prototyping	Flexibility	Adobe XD
Design Thinking	Energy and Enthusiasm	Figma
User Research and Testing	Storytelling Skills	Elementor / Wordpress
Agile-Scrum Methodologies	Clear Communication	Cinema 4D
Digital Asset Creation	Detail-Oriented	ChatGPT Custom AI Agents
2d Illustration / Vector graphics	Initiative	Miro
3d Modeling / 3d visualization		HTML & CSS basic level
2d animation / Motion graphics		Rhinoceros

EXPERIENCE

Agentz AI: **Senior Product Designer: Brand & Product Strategist: UX/UI** 2023 / 2024 , STOCKHOLM (REMOTE)

At Agentz AI, I played a pivotal role in defining and launching the digital brand, focusing on product design refinement, user experience optimization, and brand identity management. Key achievements include:

• UX Studies: Conducted comprehensive UX studies involving user flow design, ideation, prototyping, and testing to align innovations with user needs and business objectives.
• Development Leadership: Led the development of an interactive, responsive website and produced crucial digital assets, including explainer videos and social media content, enhancing brand visibility and engagement.
• Design Sprints: Facilitated design sprints and provided generalist support, preparing the brand for diverse client interactions across web, digital, and live events.
• Market Research: Conducted market research and developed custom AI Assistant packages tailored to unique client needs across various industries.
• Client Onboarding: Enhanced client onboarding processes, significantly improving the overall customer experience.
• Collaborative Work: Worked closely with clients and the development team, applying agile methodology, to refine initial concepts and ensure seamless translation of designs into working code.

This multifaceted role allowed me to leverage my expertise in UX/UI design, information architecture, user flows, brand strategy, and product development to drive Agentz AI's growth and market presence.
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Accenture: **Media & Graphics Design Senior Analyst** 2021 / 2022 , SAN JOSE, COSTA RICA (REMOTE)

At Accenture, as a Senior Analyst in Media and Graphics Design, I provided strategic and creative support to diverse teams and projects. I crafted video documents and corporate presentations for executives, clients, and internal use. I led branding efforts, developing templates and styles to enhance brand consistency across platforms. My role involved the entire design lifecycle, from ideation to prototyping. I facilitated stakeholder communications, created visual storytelling through 2D illustrations and animations, and produced high-quality video content, all aimed at enhancing client interactions and maintaining rigorous design standards.

Vibrato Studio: **Co-Founder / Director / Senior Designer** 2016 / 2021, SAN JOSE, COSTA RICA

As Co-Founder and Senior Designer at Vibrato Studio, I led visual design, brand strategy, and multimedia content production. I provided creative direction, developed comprehensive brand and web strategies, and created engaging educational content. My responsibilities ranged from storyboarding and infographic design to producing motion graphics and overseeing audiovisual productions. I ensured all content aligned with client objectives, enhancing brand identities and user experiences through innovative digital and mixed reality solutions.

Mudisa: **PM / Product & Manufacture Design / App/UX: Catalog/Web** 2012 / 2016, SAN JOSE, COSTA RICA

At Mudisa, as a Product Designer and Engineer, I created custom furniture solutions meeting diverse brand standards and client needs. I managed projects from concept to production, including design, 3D visualization, and prototyping for local and export markets. I updated catalogs and digital platforms, oversaw production processes, and ensured quality compliance. I also developed assembly instructions and managed app-based UX/UI for sales, showcasing expertise in both design and manufacturing logistics.

EDUCATION

Google UX Design Certificate.
Coursera Certificado profesional desarrollado por Google.
2024. Actualmente cursando

The Interaction Design Foundation
UCD User Centered Design, UX User Experience, Design thinking.
2020. interaction-design.org, E-learning

Instituto Tecnológico de Costa Rica
Bachelor of Engineering in Industrial Design: Product Design and Visual Communication.
2012. Instituto Tecnológico de Costa Rica

Hochschule für Technik, Stuttgart
University of applied Sciences, Faculty of Architecture + Design 30 ECTS
2009. Hochschule für Technik, Stuttgart

Fundatec
Adobe Suite Nivel Básico
2008. Instituto Tecnológico de Costa Rica

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