


Dafne Hernández Ruiz


PRODUCT DESIGNER

I am a product designer with over 3 years of experience in designing and redesigning websites and applications. I handle the entire process, from research and design to implementation and seamless handoff to developers. Additionally, I am skilled in developing websites using WordPress. My focus is on balancing user needs with business goals to deliver effective and user-friendly solutions.

 Berlin, Germany

 Spanish (native) - English (C1) - German (A2)

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RECENT WORK EXPERIENCE

UX/UI Designer / CRO | Official College of Social Workers in Las Palmas, ES - March 2023 - present

- **User research:** I guided the team in user research, collecting quantitative and qualitative data with interviews and surveys that had a 14% response rate.
- **Web usability audit:** I audited web usability, analyzed user behavior in Google Analytics and performed heuristic evaluations to improve site experience and performance.
- **Web redesign and CRM improvement:** I redesigned the web and virtual administration, optimizing navigation between CRM and web, creating support pages, achieving high user adoption and significantly reducing support tickets.
- **Website development and launch:** I led the development of the website in Wordpress, including testing and launch.
- **Metrics tracking system:** I developed a comprehensive system for tracking key metrics using GA4 and Looker Studio, in order to monitor and optimize the performance of the college's services.

Result:

- Increase in visits per user: +19%.
- Decrease in bounce rate: -24%.
- Increase in product page traffic: +31%.

SKILLS & EXPERTISE

- Experience in B2C, B2B, startup.
- Human-centred (HCD) & customer-focused (CX)
- Agile, double Diamond and Design Thinking frameworks
- Establishing UX measures and outcome led design
- Proficient in design tools (Figma, Sketch, Adobe XD)
- Experienced in usability testing: A/B testing, heatmaps, user feedback analysis (M. Clarity, Hotjar)
- Proficient with Google Analytics 4, GTM, Search Console, Looker Studio
- Proficient in Web Design & Development: Wordpress, Elementor, WooCommerce

Product Designer | Business Happen GmbH | DE, October 2023 - present

- Contribute to **defining the company's SaaS services and solutions** for Salesforce customers.
- **Conduct user research** to understand user needs, behaviors and pain points.
- **Create wireframes, prototypes and hi-fi, mockups** for the Salesforce platform (Apps, Experience Cloud, Design System and screen flows).
- Customize Salesforce pages with Lightning Design System (LDS) and other Salesforce user experience tools.
- **Participate in cross-functional teams** to ensure design **solutions meet business objectives and technical constraints.**

UX Designer and Web Builder Manager | Aprendi, Germany - from March to December 2022

- Conducting user studies and customer journey analysis to make data-driven design decisions.
- Creating intuitive wireframes in Figma based on user stories and user journeys.
- Design and development of websites, blogs, landing pages and pop-ups with WordPress/Elementor, improving visual appeal and user experience.
- Design template for the LMS and email marketing campaigns.

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