

Djoaniel Hernandez

SENIOR PRODUCT DESIGNER | COMPLEX SYSTEMS, DIGITAL PRODUCTS & DESIGN SYSTEMS

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PROFILE

Senior product designer with 16 years making dense, high-stakes systems understandable across private wealth, banking, pharma, government, energy, retail and consumer commerce. Owns product work from discovery and stakeholder alignment through interaction design, prototypes, design systems, delivery specifications and implementation. NN/g Certified UX Expert with international delivery experience and hands-on AI-assisted build fluency.

CORE EXPERTISE

End-to-end product design | Product discovery and UX research | Complex workflows and information architecture | Interaction design, wireframes and prototypes | Web, mobile and conversational products | Figma design systems and component libraries | WCAG accessibility | Cross-functional facilitation | AI-assisted exploration and implementation

PROFESSIONAL EXPERIENCE

Senior Product Designer | Avaloq

2021 - Present

- Own end-to-end design for private-wealth and retail-banking platform experiences, moving from discovery and story grooming through flows, prototypes, specifications and implementation follow-through.
- Translate complex workflows, including wealth-management and sorting scenarios, into clear interaction patterns with product owners, business analysts, engineers and domain stakeholders.
- Authored and shipped a platform-wide null-state standard: four deterministic states of 'empty,' aligned across seven business, product, design and engineering roles and applied across data types and screens.
- Led GenAI, accessibility and innovation initiatives; built a WCAG 2.2 AA inspection method around reusable product surfaces and governed components while coaching designers and improving team documentation.

UX Associate Manager | Accenture Liquid Studio

2015 - 2021

- Led product, functional and interaction design across enterprise programs in pharma, government, energy and retail, collaborating with teams in the Philippines, Singapore, Japan and the United States.
- For Merck INTIENT (2019 - 2020), ran multi-country discovery workshops, wrote functional specifications and maintained UX alignment for a machine-learning data-ingestion platform supporting an accelerated vaccine-development pipeline.
- Designed TESSA (2018 - 2019), a mobile-first Messenger career coach with consent onboarding, a portable skills-translation module, resilient dialogue paths and a take-away resume PDF.

SELECTED PRODUCT & SYSTEM WORK

Founder / End-to-End Product Lead | SariSari Snaps

Independent product

- Designed, specified and shipped a direct-to-consumer product and mobile-first storefront solo; it now sells across three marketplaces, with implementation driven through precise specifications and AI agents.
- Replaced Messenger order taking with a reversible four-step configurator covering product, colour, engraving, review and GCash handoff; complete orders can arrive 24/7 instead of being reconstructed from chat.

System Designer | Global Retail Client

Selected engagement

- Expanded a six-template desktop/mobile brief into a component, state and semantic-colour system for a five-brand retail house.
- Specified a sticky add-to-bag state machine, maximum filter load, CMS-empty states, seven field states and 47px mobile targets; delivered explicit redlines for engineering implementation.

LEADERSHIP & COMMUNICATION

- Invited speaker, Developing Design-Led Virtual Agents for People (DevCon / MiniFFC, February 2019) and Leadership through Design (November 2019).
- Facilitates workshops, critiques and alignment across product, engineering, research, business and domain stakeholders; has built UX capability through coaching, bootcamps, training plans and rotational upskilling.

TOOLS & METHODS

Design & delivery: Figma (components, prototypes and system documentation), Miro, Adobe Creative Cloud, Jira, SFCC (client-specific), Tableau (legacy), spreadsheets, HTML/CSS/JavaScript and AI-agent workflows.

Methods: product discovery, UX research and validation, user flows, wireframes, interaction design, high-fidelity UI, information architecture, design systems, accessibility auditing, specification writing and Agile/Scrum delivery.

EDUCATION & CERTIFICATIONS

Certifications

- NN/g Certified UX Expert - Nielsen Norman Group, Certificate #1046866

Organization Certifications

- Product Owner - Accenture
- Design Thinking Facilitator - Accenture

Undergraduate Studies

- BS Information Technology - AMA College
- Systems Design and Programming - AMA CLC

Earlier: design and marketing; web development.