MICHELLE HERNANDEZ

I possess a unique blend of creative and analytical abilities. With a strong background in user-centered design and archives, I take pleasure in unraveling abstract conceptual issues and have a keen intuition for developing easily understandable mental models and processes. In my spare time I enjoy making zines, gardening and antique arcade machines.

EDUCATION

B.F.A. DEGREE
Photography and Video
School of Visual Arts
New York, NY

M.F.A. DEGREE
Combined Media
Hunter College
New York, NY

SKILLS

Figma
UX Design
Research
User Testing
Adobe Creative Suite

Information Architecture
Wireframing
Prototyping
Spanish Fluency
Photography/ Video

MOST PROUD OF

Establishing the Criteria for UX Design at Dreamwear Inc,
enhancing the digital workspace of 150 employees

EXPERIENCE

JANUARY 2022 – PRESENT | DREAMWEAR | NEW YORK, NY
Process Solutions Manager/UX Lead

- **Optimizing processes** utilizing the principles of user research and UX design, developing 15 new internal products, resulting in a 90% reduction in user errors and an 85% increase in user satisfaction.
- **Launching products to company-wide** teams of over 150 employees
- **Collaborating with senior management** to develop a UX design strategy for all projects, resulting in improved user-centered performance.
- **Analyzing user behavior** and identifying pain points in information architecture, with an emphasis on internal databases, leading to an 80% decrease in user frustration and a 75% increase in user engagement

MARCH 2021 – JANUARY 2022 | DREAMWEAR | NEW YORK, NY
Archive Manager

- Developed and implemented an efficient archival system to organize and **manage a collection** of over 10,000 physical samples and nearly 100,000 pieces of metadata with accompanying physical and digital catalogs and navigation tools.
- Conducted regular audits and quality checks to ensure the integrity and security of the archives and **maintained detailed records** of all activities.
- Collaborated with stakeholders from various departments to **develop policies and procedures** for accessing and retrieving archived materials, ensuring timely and accurate responses to requests.
- Enhanced corresponding digital database designs by **implementing User experience processes** such as usability tests, user surveys, user flows, site mapping and prototyping, increasing user satisfaction by 80%.

AUGUST 2020 – MARCH 2021 | DREAMWEAR | NEW YORK, NY
Data Entry Coordinator

- Input and **maintained large volumes of data** into company databases and systems, and ensured data integrity and completeness.
- Developed and implemented data entry procedures to **ensure timely and accurate entry of information**, as well as identified and resolved any data quality issues.

2012 – MARCH 2020 | FREELANCE | NEW YORK, NY
Digital Archives Consultant

- **Created custom digital preservation plans** for 10 mid-late career artists, emphasizing the safeguarding of visual media assets including paintings, works on paper, photographs, sculptures, videos, and digital art.
- Evaluated clients' digital collections, considering their artistic and aesthetic aspects crucial for curation and presentation. **Offered photography and scanning services** to capture undocumented work at the best quality for preservation and access purposes.
- Provided consultation on website design and development, **advising on accessible and user-friendly digital platforms** that enhance engagement with artistic content.