

JUAN HERNANDEZ

AI-NATIVE UI/UX DESIGNER | B2B SAAS

Mexico City, Mexico | juanhdeza93@gmail.com

Portfolio: <https://juanhernandez.net>

English: C2 | Spanish: Native | Remote, global teams

SUMMARY

AI-native UI/UX designer focused on B2B SaaS workflows and token-based interfaces. Combines high-fidelity, AI-assisted React/Tailwind prototyping and user-interview experience with 10+ years in digital growth and product optimization.

SKILLS

AI and prototyping: Claude Code, Cursor, Codex, Figma, React, Tailwind CSS

UX and design systems: Storybook, design tokens, reusable components, user interviews, onboarding

Product analytics: Mixpanel, GA4, Hotjar, SQL, experimentation

PROJECTS

Signal - B2B SaaS Activation Workspace

Independent concept | 2026 | Sample data

- Built and published a Codex-assisted, interactive React/Tailwind prototype for customer-success teams, with account search, status filters, inline details, and onboarding choices with back navigation, review, and restart.
- Created shared color and spacing tokens with a JSON export and reusable components. Checked keyboard focus, mobile layouts, and empty/error recovery; documented design tradeoffs and a usability research plan.

PROFESSIONAL EXPERIENCE

Independent / Venture Studio Portfolio | Fractional Head of Growth

January 2024 - Present | Remote

- Led growth execution across six ventures. Built a B2B SaaS funnel across persona landing pages, trial, onboarding, and lifecycle; increased activation from 28% to 45%.
- Ran 57 conversion rate optimization (CRO) and activation experiments across Webflow, Unbounce, and in-product onboarding; increased onboarding completion by 22 percentage points.
- Established weekly sprints with founders, designers, copywriters, and developers; reduced median idea-to-launch time from nine to 3.5 days.

JumpCloud | Growth Analytics & Performance Lead

September 2021 - December 2023 | Remote

- Deployed 31 landing-page and offer experiments with product, copy, and engineering teams; increased visitor-to-trial conversion by 38%.
- Connected analytics and CRM data across the visitor-to-revenue journey; improved attribution coverage from 71% to 96%.

Globalization Partners | Senior Growth Marketing Manager

November 2019 - August 2021 | Remote

Mercer (Marsh McLennan) | Growth & Digital Acquisition Manager

July 2017 - October 2019 | Mexico City / Remote

Essity | Performance Marketing & E-commerce Lead

July 2015 - June 2017 | Mexico City, Mexico

EDUCATION

B.B.A., Marketing and Business Analytics | Tecnológico de Monterrey, Mexico City