

Carmen Hernandez

Oakland, California • carmen@floppy.tools • 323-215-6799 • linkedin.com/in/carmen-designs • github.com/cmonies • carmen.cv

Skills

Product Design, Design Systems, Design Leadership, Interaction Design, Prototyping, User Research, Usability Testing, zero-to-one shipping, Figma, Claude Code, Codex, AI Tooling, iOS, SwiftUI, Flutter, React, Next.js, Supabase

Experience

OpenSea, Remote — **Design Lead**, 2022 - 2026

- Designed NFT transaction flows and used AI to create native code for newly released OpenSea Mobile App.
- OpenSea 2.0: Rebuilt the design system, used AI to deliver production grade design code, and delivered core product surfaces for NFT & Token trading flows, helping drive \$2.6B in trading volume.
- Conducted User Research studies to capture intent and feedback from users on core design surfaces. Socialized findings and iterations to educate Product and Engineering on user needs.
- Designed and shipped OpenSea Pro for advanced traders, capturing ~60% of the market during initial launch.

Gem, Remote — **Design Lead**, 2021 - 2022

- We were acquired by OpenSea for a nine-figure payout 4 months after our initial product launch. We had reached ~20% market share in the first month of launch.
- Led design for novel workflows for multi-NFT listing and purchasing flows.
- Helped with Customer Support and conducted User Research, findings helped shape product iterations.

LinkedIn Learning, San Francisco, CA — **Lead Product Designer**, 2019 - 2021

- Worked with Product Leadership to shape the Instructor Creator strategy and delivered an increase in Engaged Instructor metric by 16%. We did this by making it simpler to create Instructor events, courses, Q+A, and course prompting.
- Led the two person design team that shipped Instructor Course Analytics, which gave Instructors in-depth Course data on views, likes, audience demographics, and LinkedIn post @course mentions. 87% of 2,400 Instructors became weekly active users and we improved our NPS score (for after-course publication) +6pp to 71.

InVision, Remote — **Sr. Product Designer**, 2018 - 2019

- Lead for InVision's Collaboration Zone team, which included Craft, Freehand, and Web prototyping. Mentored younger designers and helped leadership establish a revised design process to include better cross-functional partners.
- Set up user research practice for Craft, which influenced the Product roadmap to prioritize fixing major user pain points. As we developed solutions, we ran additional user research to confirm that the proposed solutions met user needs. Investing in pain points improved the overall Craft NPS +11pp to 78.
- Shipped Craft Player, which allowed users to view live InVision prototypes from inside of Sketch. 90% of Craft Prototyping users use Craft Player.

Sidequests

Working on various iOS apps: Freddie, Foreword, Focus Operator, and Sweet Streaks. I run DesignJobs.cv and a hiking group called Wilderness Queers.

Education

Duke University, Durham, NC — **Bachelor of Arts in Visual Arts**, 2008 - 2012

Graduated with Distinction. Studied abroad in Universidad CEU San Pablo in Madrid Spring 2011.