

# Nelson Hernandez Arteaga

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## CREATIVE DIRECTION + USER EXPERIENCE + VISUAL DESIGN

Talented, dynamic product designer and leader seeks new opportunities in an agile environment that allows for creativity, growth, and a desire to push boundaries. A creative leader; possess abilities to shape brand and product vision. Dedicated and passionate about product development and technology. I'm a believer in user-centric design methods as a pertinent key to success. Poised to join a winning team that promotes innovation, creativity, and produce meaningful products, resulting in brand awareness and long lasting customer relationships.

### Experience

#### **UPWORK – SAN FRANCISCO, CA – July 2019 - Current**

##### **LEAD PRODUCT DESIGNER**

Currently leading design initiatives for Upwork client acquisition and onboarding.

- Managing design roadmap for the client acquisition and onboarding team with close partnership and collaboration with product and engineering.
- Instituted processes & team rituals that improved productivity, project turn-around time, engineering efficiency & empowered team to do their best work

#### **3.6.75 DESIGN – SAN FRANCISCO, CA – 2004 - Current**

##### **PRINCIPAL - PRODUCT DESIGN - CREATIVE DIRECTION**

Currently, I provide consulting services as a Product and Design leader to Seed-funded and Series A start-ups, in the health and wellness field. Previously, I directed all creative initiatives and led a talented group of designers and front-end developers; managed day-to-day operations. Responsible for all aspects of business development for the agency.

- Provide product design and UX strategy services for small business and seed-funded start-ups.
- Oversaw large accounts for clients, such as Wells Fargo, Ameriprise Financial, Maynard Institute for Journalism, Tippett Studio, and others.
- Prepared and executed marketing plans for small businesses, primarily focusing on SEO optimization and email marketing.
- Consulted with a variety of design agencies: Camp Creative, Design Reactor, Luz, Inc, J3 Design, Skaggs Design, and others.

#### **WHIL CONCEPTS – SAN FRANCISCO, CA – January 2019 - July 2019**

##### **LEAD PRODUCT DESIGNER**

Whil is the leader in digital well-being training. We are on a mission to help employees reduce stress, increase resilience, and improve their wellbeing and work performance through mindfulness and meditation training. Company culture is improved by making employees happier, healthier, and more engaged.

- Led strategic product and design initiatives to increase user activation and retention.
- Translated Whil's vision into a product roadmap for the first three quarters of 2019.
- Led Whil's mobile and web app redesign for 2019.
- Led brand and ideation exercises through design thinking that translated Whil's value into a cohesive visual language for their products.

**CLEO – SAN FRANCISCO, CA – March 2018 - December 2018**

**PRODUCT DESIGNER**

Cleo's vision is to reinvent support for today's working parents by integrating intelligent personalization technology with a global network of healthcare professional to help parents navigate pregnancy and early parenthood. Currently, I'm leading all design initiatives from conception to completion for the development of Cleo's product offering.

- A key player in launching our product internationally.
- Led UX initiatives that helped improve our on-boarding and activation metrics by 55%.
- Co-led user research and usability studies that helped us identify new product futures, currently part of Cleo's product roadmap.
- Guided initial ideation exercises to redesign Cleo's mobile app and rebrand
- Supported new sales and partnership initiatives with enterprise costumers

**ROOFSTOCK, INC – OAKLAND, CA – May 2016 - January 2018**

**LEAD DESIGNER**

Led design initiative to support the growth of Roofstock's real estate investment platform, Co-leader of all the product and design strategy of Roofstock first mobile app that help owners optimize the financial performance of their rental properties. Manage design resources to support all marketing initiatives in their efforts to increase traffic acquisition.

- Key player in helping the execute team raised \$20M as part of Roofstock series B funding.
- Co-led the product strategy Roofstock real estate asset management mobile app, which helped the company complete their series B fund raising goals.
- Launched Roofstock asset management mobile app
- Led UX improvements of Roofstock marketplace platform, which helped increase conversion and transactions to 3X in the last year.

**HEALTHLINE MEDIA, INC – SAN FRANCISCO, CA**

December 2010 - April 2016

**DESIGN DIRECTOR I Jan 2013 – May 2016**

Directed and managed all creative initiatives for healthline.com. Directed a team of IxDs and visual designers, 9 direct reports. Oversaw the day-to-day execution of user flows, wireframes, mocks and prototypes. Led ideation to improve ad experience, setting the mark for other media sites.

- Led UX improvements, help boosting total visitors from 1.1 million monthly visits in 2013 to over 55 million monthly visits by end year 2015.
- Collaborated with product managers; establishing a process to conduct usability studies and a/b tests, achieving 2X traffic growth, year over year.
- Key player in making healthline.com the 4th largest health website in U.S., now serving 60 million unique visitors each month.

**LEAD DESIGNER I** December 2010 - December 2012

Led all design initiatives for media and enterprise business lines; responsible for building in-house design team. Created wireframes, user flows, prototypes and high-fidelity mocks for web and mobile apps. Provided visual specifications for UI developers. Led the creative of new product presentations for Healthline's enterprise clients.

- Led team on the 2011- 2012 redesign of healthline.com.
- Developed a creative team that would later become a key player in bringing healthline.com to the 4th largest health site property in the country.
- Developed process that optimized the workflow of the creative team, which saw 2X increase in productivity.

**MYPOINTS, INC. - SAN FRANCISCO, CA - June 2009 - December 2010**

**ART DIRECTOR, INTERACTION DESIGN MANAGER**

Managed and executed email marketing campaigns for MyPoint's members. Led and oversaw the design process for maintaining MyPoints.com within brand.

- Directed designers and copywriters; responsible for executing email marketing campaigns.
- Collected business requirements and prepared creative briefs for designers and copywriters.
- Developed a UX strategy that helped the business increase its member base within a year.

**NEWZONIA, INC. - SAN FRANCISCO, CA - June 2008 - June 2009**

**ART DIRECTOR, INTERACTION DESIGN MANAGER**

Directed and led the development of NewZonia's brand and product.

- Created presentations to support marketing efforts promoting NewZonia's product.
- Led design efforts for NewZonia's web application; oversaw the creation of all marketing materials

Education

**BACHELOR OF SCIENCE IN FILM AND VIDEO PRODUCTION - August 1999**

Foreign Credential Evaluation - FCE. Atlanta, GA

**ASSOCIATE OF SCIENCE DEGREE IN DIGITAL MEDIA - August 1999**

Full Sail University. Orlando, FL

[www.fullsail.com](http://www.fullsail.com)

**ASSOCIATE OF SCIENCE DEGREE IN FILM AND VIDEO PRODUCTION - August 1998**

Full Sail University. Orlando, FL

[www.fullsail.com](http://www.fullsail.com)

**SPECIALIZED DEGREE IN AUDIO RECORDING ENGINEERING** – August 1996

Taller de Arte Sonoro.

Caracas, Venezuela – [www.tallerdeartesonoro.com](http://www.tallerdeartesonoro.com)

**GRAPHIC DESIGN STUDIES** – September 2002

Academy of Art University. San Francisco, CA

[academyart.edu](http://academyart.edu)

**Core Competencies**

Creative Leadership | Team Management | UX Design | Visual design | Interaction design |  
Concept Development | Project Management | Planning & Coordination | Motion Graphics

**Technical Proficiencies**

Sketch | Figma | Miro | Invision | Principle | Zeplin | Adobe Creative Suite | OmniGraffle |  
Bolsamic | Lucid Chart | InVision | HTML | CSS |

**Languages**

English - Spanish