

# Nelson Hernandez Arteaga

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## CREATIVE DIRECTION + USER EXPERIENCE + VISUAL DESIGN

A creative leader and product designer; possesses abilities to shape brand and product vision. I'm 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, and creativity that produces meaningful products, resulting in long-lasting customer relationships.

### Experience

#### **STRIDE HEALTH – SAN FRANCISCO, CA – April 2024 - Current** **LEAD PRODUCT DESIGNER**

Currently leading design for all of Stride's growth initiatives. Providing meaningful user insights and strategic design direction that influence Stride's product roadmap.

- Spearheaded the launch of Stride Save, ([See Stride LinkedIn post](#)), I led the design and user experience from conception to completion. I was also an active contributor who helped shape the product strategy and vision of Stride Save
- Led the launch of our new "coverage wallet" and insurance experience redesign in the Stride native app, which saw an increase in traffic to our health insurance shopping experience from CR of 4.83% in 2023 to 6.78% in 2024.
- Led the redesign of our member insurance dashboard, which is where members will complete any needed actions to make sure their health plan is effective, and where they will go and manage their health plan throughout its life cycle.
- Currently, I am working on redesigning the first-time user experience of our mobile app which is expected to increase our 1-day and 7-day retention by 5%. They're currently at 1 day: 70% - 7 days: 53%.

#### **SENIOR PRODUCT DESIGNER – November 2020 - April 2024**

As a Sr. Product Designer. I led design across all business lines of the company, starting with the launch of a new B2B initiative for Stride through the first redesign of our health insurance shopping experience:

- Launched a new broker agency platform with innovative tools to help independent brokers enroll their customers with affordable health care plans (ACA health insurance plans). This initiative created a new revenue line for the business.
- Designed and launched a new consumer shopping experience for health insurance, which improved conversion from onboarding to plan recommendations by 5X
- Supported Stride's new rebrand efforts by helping manage a relationship with a design agency
- Launched a new redesign of our mobile app which increased user activations (app users who bought a health plan) by 3%

#### **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 businesses 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.

**UPWORK – SAN FRANCISCO, CA – July 2019 - November 2020**

**LEAD PRODUCT DESIGNER**

Drove design initiatives for Upwork client acquisition, and managed a team of 3 senior product designers.

- 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, and engineering efficiency & empowered team to do their best work

**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 (iOS and Android) 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 professionals 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 onboarding 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 (iOS and Android) and rebrand
- Supported new sales and partnership initiatives with enterprise customers

**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 (iOS and Android)
- 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 a 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 the 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 Graphic

Technical Proficiencies

Figma | Sketch | Dovetail | Miro | Principle | Adobe Creative Suite | Lucid Chart | HTML | CSS

Languages

English - Spanish