

ELO HERNANDEZ

User Experience Strategist

✉ elo.ihernandez@gmail.com

☎ 201-406-9283

📍 Carlstadt, NJ

🌐 [linkedin.com/in/eihernandez/](https://www.linkedin.com/in/eihernandez/)

🌐 eihux.com

EDUCATION

Master of Business & Science

UXD Concentration

Rutgers University

📅 2025

📍 New Brunswick, NJ

Master of Business Administration

Marketing Concentration

American Intercontinental University

📅 2011

📍 Hoffman Estates, IL

Bachelor of Arts

English, with a Communications Concentration

Felician University

📍 Lodi, NJ

SKILLS

- UserTesting
- Optimal Workshop
- Balsamiq
- Figma
- Adobe CC
- HTML/CSS
- Tableau
- Jira
- Stakeholder Management
- Responsive Design
- Content Creation
- Strong Interpersonal Skills
- Excellent Communication Skills, including fluency in Spanish

EXPERIENCE

UX Researcher & Designer

[Catholic Relief Services](#)

📅 September 2023 - November 2023

📍 Baltimore, MD

- Leveraged research insights to optimize 4 websites for desktop and mobile platforms, focusing on increasing conversions and improving user experience
- Ensured 100% WCAG compliance across website by resolving over 50 accessibility issues

Lead Extern, Product Manager & Researcher

[Data Storytelling, LLC](#)

📅 May 2023 - August 2023

📍 New Brunswick, NJ

- Led and inspired a collaborative team of UX design and computer science externs to create wireframes, prototypes, code, and an MVP for non-profits with limited tech resources
- Conceptualized and influenced the product vision

Product Marketing-Senior Manager (Latin America & Canada)

Randstad International

📅 July 2021 - May 2022

📍 New York, NY

- Mentored and coached a team of 4 social media managers to align on brand strategy, ensuring quality and adherence to SLA guidelines
- Aligned content strategies with enterprise-wide e-commerce and engagement objectives.
- Engaged with a cross-functional team to collaborate on integrated marketing campaigns that resulted in a 60% increase in social media followers and a 25% increase in engagement

Social Media Project Manager

[AT&T](#)

📅 July 2009 - June 2010

- Analyzed call center metrics to interpret data on the most common call drivers, enabling the delivery of data-driven content marketing
- Produced an "International Roaming Tutorial" video based CRM data. The video now has 20K organic YouTube views and has helped reduce calls of this type. At a cost per call of \$20, this video potentially saved AT&T \$400K in revenue

Certifications

- UserTesting Advanced Certification, UserTesting (June 2024)
- Certified Scrum Product Owner®, Scrum Alliance (May 2024)
- Certified ScrumMaster®, Scrum Alliance (December 2022)
- Protecting Human Research Participants, The National Institutes of Health (NIH) (August 2011)