

Tatiana Hernández

Senior Product Designer



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About me

Senior Product Designer with 7+ years owning end-to-end fintech and crypto payment products from discovery to launch. Specialized in transaction-heavy systems where clarity, execution reliability, and trust directly impact activation and revenue.

Led wallet onboarding, asset transfer flows, and trading systems supporting a global crypto user base across multi-chain asset transfers, driving measurable gains in activation, swap completion, and transaction reliability. Strong systems thinker with deep expertise in financial UX architecture, transaction states, and scalable design systems.

Experienced partnering closely with Product and Engineering to define problems, validate hypotheses, and ship measurable outcomes in high-growth environments.

Experience



Senior Product Designer

October 2025 - Present

AMADEUS Protocol | AI-Native Layer1 Blockchain

- Owned a core wallet and asset transfer product surface end-to-end, improving onboarding completion and transaction clarity.
- Reduced transaction drop-off by 14% after redesigning confirmation states
- Led discovery with Product, conducting user interviews and flow audits to identify drop-off across onboarding and transaction steps.
- Redesigned transaction states, confirmations, and recovery flows, reducing user uncertainty during irreversible financial actions.
- Defined scalable UX patterns for digital asset transfers and execution workflows across web and dApp surfaces.
- Partnered closely with Engineering to define edge cases and ensure predictable behavior across transaction states.
- Increased onboarding completion by 18% by restructuring transaction flow architecture



Senior Product Designer

May 2025 - October 2025

CALCORP.io

- Led product discovery workshops with fintech founders to define core user problems and validate payment and trading hypotheses.
- Translated complex financial and SaaS logic into scalable UX systems aligned with business objectives.
- Delivered production-ready designs independently across ambiguous, high-impact problem spaces.



Senior Product Designer

Jan 2022 - May 2025

Moralis Web3

- Owned end-to-end on-chain swap and asset transfer flows within Moralis Money, improving execution transparency and slippage clarity.
- Co-designed Account Abstraction onboarding, increasing wallet activation by 30%.
- Reduced slippage-related support tickets by 15% within 3 months.
- Redesigned transaction confirmation states and feedback systems to increase swap completion and reduce failed transactions.
- Simplified cross-chain payment interactions into structured, intuitive flows balancing technical constraints and user comprehension.
- Led redesign of SaaS dashboard, increasing onboarding completion by 22% and improving usability across complex financial infrastructure surfaces.
- Built and scaled a multi-product design system used across trading, wallet, and infrastructure products.



UX/UI Designer LMS

Feb 2021 - Jan 2022

Zigurat

- Redesigned learning and navigation flows for a global SaaS platform, improving user retention and accessibility.
- Introduced UI guidelines and component libraries to support multi-team collaboration.



UX and Graphic Design Teacher

2017 - 2021

Ministry of Education of Colombia

- Designed internal tools and national-scale platforms for digital education.
- Led UX workshops and mentored teams in applying design thinking to complex public-facing systems.

Education



Máster in Digital Content Management
Universidad de Barcelona
2020 -2021 | Spain



Máster in Educational Informatics
Universidad de la Sabana
2015-2018 | Colombia



Industrial Design
Pontificia Universidad Javeriana
2006-2012 | Colombia

Core Expertise

Wallet onboarding & activation optimization

High-Trust Interaction Design

Crypto-Native Payment Systems

Data-Informed Product Decisions

Product Design

Design Systems & Scalable UI Architecture

Multi-Currency & Asset Interfaces

User research

Financial UX Optimization

Trading Tools Design

Cross-Functional Leadership

Swap and execution clarity

Tools



Figma
Design, prototyping



Framer
WebDesign



Lovable
VibeCoding



Open AI
Productivity



Claude
Productivity



Notion
Productivity



Illustrator
Graphic Design