Kristian Donn Hernandez

Senior Product Designer

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About me

I'm a Product Designer based in Dubai with 10+ years of professional experience in fintech and crypto. I've taken three exchanges from zero to one, BitOasis, M2, and PayitFast, building the design system, brand, and every screen from scratch. I conduct UX research, design for complex regulated flows, and stay close to engineering until the product ships.

If the flow is hard to design, I'm probably into it.

👉 Check out my portfolio: donnhernandez.design

Education

De La Salle - College of St. Benilde Bachelor of Arts in Multimedia Arts April 2013

Work & Experience

PayitFast Senior Product Designer January 2026 - June 2026

- Took the product from zero to one, leading end to end branding, design system, and all product screens from scratch
- Conducted UX research, journey mapping, and wireframing before any screen design
- Designed the full card lifecycle UX covering ordering, delivery tracking, activation, PIN management, freeze, limits, and card asset priority for both consumer and B2B cards
- Designed the B2B dashboard and multi-currency account experience making complex financial operations easier to manage
- Built invoicing, account management, and transfer flows for the B2B product
- Designed the home dashboard surfacing total asset value, portfolio insights, and quick actions across all products
- Used AI to generate and refine UX copy across all product flows ensuring tone, clarity, and consistency from empty states to error messages to success confirmations
- Integrated AI into the design workflow to research patterns, pressure test design decisions, and accelerate ideation without sacrificing quality

Garaje.ph Principal Product Designer (Part-Time) November 2025 - Present

- Led UI/UX design for Garaje's inventory system, translating complex multi-service workflows into a clean, operator-ready interface
- Designed end-to-end flows across parking booking, car services, EV charging, and community features for a unified Filipino car owner experience
- Resolved UX friction across multiple service booking flows including detailing, maintenance, and roadside assistance
- Used AI-assisted pattern research to identify design conventions across similar service marketplace apps, shortening discovery time and grounding design decisions in real world solutions

M2 Product Designer Nov 2022 - March 2025

- Led the end to end design of M2's stablecoin business including Earn plans, KYB onboarding, and deposit and withdrawal flows for both fiat and crypto assets
- Conducted UX research on the Earn feature, identifying key drop off points at investment entry, which informed a redesign that reduced drop off from 27% to 11% and improved user satisfaction from 3.4 to 4.6 out of 5
- Redesigned the Earn experience including navigation hierarchy, plan discovery, setup flow, and next reward widget, resulting in 40% faster plan completion and 38% increase in repeat engagement
- Designed and maintained the admin portal and internal dashboards across all M2 products including Active Treasury, on and off ramp, and trade management tools
- Built the design system for the platform covering components, tokens, and patterns used across app, web, and admin surfaces
- Designed the ADGM regulated KYC and institutional onboarding flow ensuring compliance with Abu Dhabi financial regulations
- Developed deposit and withdrawal systems incorporating Travel Rule compliance alongside streamlined standard transaction flows

BitOasis Product Designer Aug 2019 - Nov 2022

- Joined as the founding designer and built the design system from scratch, which the team still uses today
- Designed the full KYC and identity verification flow ensuring compliance with regional financial regulations
- Designed futures trading, swap, and convert flows for one of the largest crypto exchanges in the MENA region
- Built the wallet experience covering crypto deposit, withdrawal, and portfolio management
- Conducted usability testing to validate design decisions and identify friction points before shipping
- Collaborated closely with engineering to ensure pixel perfect implementation across web and mobile
- Translated complex trading concepts into clear, accessible experiences for both new and experienced crypto users

Eton Institure Brand Designer Feb 2018 - Nov 2018

- Provided design and development support for web and application projects.
- Conceptualized and created designs, including art direction for print and social media materials.
- Collaborated with the marketing team on various projects and company initiatives.

New Liberty Co. Creative Marketing Head Oct 2014 - Nov 2015

- Led the creative design function for brand development.
- Designed assets for eCommerce platforms and social media.

Dev-Touch Information System Multimedia Designer Oct 2014 - Nov 2015

- Expert in UI/UX design and end-to-end product development.
- Strong collaboration skills with cross-functional teams and stakeholders.
- Proven ability to translate user needs into impactful design experiences.

Skills

Design & Tools

- Figma, Figjam, Figma Motion, Claude Design, Prototyping, Wireframing, Design System, Adobe Creative Suite (Photoshop, Illustrator, After Effect),

Product & UX

- Product Thinking, User Research, Usability Testing, Journey Mapping, Information Architecture, Interaction Design, Microinteractions.

AI & Emerging Tools

- Figma MCP Integration, Claude Code, LLM Prompt Design, Agentic Workflows, AI-assisted Prototyping, React Component Generation, Design-to-Code Pipelines