Hedy Herrada

Product Designer · UX/UI

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UX/UI Product Designer specializing in **data and Business Intelligence** products for retail. I work across the entire process, from discovery with clients and stakeholders to production: I define **data models, business rules and functional specifications**, design highly complex dashboards, and validate with prototypes in Figma or in code. My background in programming (Python, HTML/CSS/JS) and cybersecurity helps me design feasible solutions alongside development teams in Scrum.

WORK EXPERIENCE

FollowUP — Analytics SaaS for retail

Feb 2026 — Present

Santiago, Chile · Joined as UX/UI Designer; currently working as Product Designer

Product Designer · Present

- Design B2B modules end to end: data model, business rules, flows, UI and functional specification with acceptance criteria.
- **Goals Upload:** bidirectional KPI calculation engine (sales, tickets, conversion rate, average ticket, among others), daily-grain storage, and import/export flows with file validation.
- **Shift Upload:** module for loading salespeople's shifts by store; scoped a lean first version with Operations to deliver value quickly.
- **In-Store Tracking:** in-store behavior analytics platform with funnel, interactions, heatmap, money mapping, customer journey (Sankey) and demographics reports. Designed the **Activity Log**, **Live View** and **Overview** reports, and I'm currently working on new reports and the continuous optimization of existing ones, looking for better ways to present the data.
- Take part in backlog prioritization and refinement with the development team in Scrum (YouTrack).
- Build AI-assisted functional prototypes in code (HTML, CSS and JavaScript) and run usability tests with Maze to validate before development.

UX/UI Designer · From Feb 2026

- End-to-end redesign of the FollowUP BI platform (Fupbi): new information architecture and navigation for end clients.
- Designed highly complex dashboards, prioritizing visual clarity and information hierarchy.
- **Fair Goal report:** splits each store's goal according to every salesperson's shift and day, showing goal attainment and performance in one place.
- **CPV report (Customers per Salesperson):** shows how many customers each salesperson serves, revealing the sales team's real workload.
- **Staffing Control report:** shows whether a store is over- or understaffed based on its customer traffic.
- Designed empty states that guide users when no data or setup is available yet.
- Qualitative research with clients; defined and maintained the product's design system.
- High-fidelity prototypes in Figma and specs for development; took part in technical refinement sessions to validate feasibility.

UX/UI & BRANDING PROJECTS

ComunidadFeliz — Website Redesign

2026

Case study, UX/UI Diploma at Coderhouse · View on Behance

- Redesign of the website of a Chilean building and condominium management platform, addressing navigation and information hierarchy issues.
- Research: desk research, heuristic evaluation, benchmark and user interviews; synthesized into an empathy map, user persona, user journey map and Lean UX Canvas.
- New information architecture validated through tree testing; task flows and wireflows.
- Style guide (voice and tone) and design system; functional prototype validated through usability tests measuring effectiveness and efficiency.

EAT Japan App — End-to-end UX/UI

2025

Diploma project, Coderhouse

- Mobile app that helps tourists with food allergies eat safely in Japan, overcoming the language barrier.
- User interviews and personas; user flows, wireframes and a high-fidelity interactive prototype in Figma.
- UI kit based on Material Design principles, validated with real usability tests.

EAT Japan — Branding & Visual Identity

2025

- Identity built on safety, trust and hospitality, with a bicultural visual language and an adaptable logo system.
- High-contrast color palette and typographic system designed for accessibility.

Full case studies at **www.hedy.cl/en**

CORE SKILLS

Discovery & UX Research · Information Architecture · Dashboards & Data Viz · Data Modeling · Business Rules & Functional Specs · Prototyping in Figma and Code · Design Systems · Usability Testing · Prioritization & Backlog · Scrum & Technical Refinement · Cross-functional Teams · Security-minded Product Design

TOOLS

Design & research: Figma, FigJam, Miro, Stitch, Maze
Management & collaboration: Notion, YouTrack, Slack, GitHub
AI & code: Claude, Codex · Python, HTML, CSS, JavaScript

EDUCATION

- **UX/UI Design Diploma** — Coderhouse · 2025–2026
- **Google UX Design Certificate** — Google · 2025–2026
- **Diploma in Cybersecurity and Cyber Defense** — Universidad Autónoma de Chile · 2024–2025
- **Cybersecurity Engineering** — Universidad Andrés Bello · 2023–2025 (on hold)

ADDITIONAL TRAINING

- Full Stack Python Bootcamp — Talento Digital Chile · 2024–2025
- Cybersecurity Bootcamp — USACH · 2024
- ISC2 Certified in Cybersecurity (CC) · 2024
- Java Backend Bootcamp — Alura Latam · 2023

LANGUAGES

Spanish — native · English — C1 (EF SET)