

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
- Presented branding guidelines and design direction directly to the Chairman of the company
- 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 deposit, withdrawal, swap, and convert flows for both crypto and fiat assets
- Created the internal send and request money flows supporting transfers via UID, QR code, email, and phone number
- 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
- Wrote UX copy and microcopy across all states including empty, error, loading, and success for every flow

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

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

- Designed user experiences from wireframes to hi-fidelity mockups.
- Built a design system to improve workflow and consistency.
- Partnered with developers to deliver polished product assets.
- Translated user needs into flows, wireframes, and prototypes.
- Created visuals for social media and blog content.

Eton Institute [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