

Felipe Herrera

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COVER

UX/UI designer and **technical writer** focused on product documentation for web and **SaaS platforms**.

Authors and maintains structured content in enterprise CMS (**Adobe Experience Manager**) — page structure, metadata and link integrity. **MadCap Flare** for single-source authoring and online help.

Hands-on with **HTML, CSS and XML**. QA background in manual and **API testing** (Postman, Jira, SQL) means documentation gets verified against the product. UX research and prototyping in Figma. C1 English.

GlobalLogic

UX/UI Designer — Imprivata (healthcare identity & access management platform)

Nov 2024 - Jun 2026

- **Designed interface prototypes** and proposed workflow solutions with the engineering team, interviewing developers to document how features actually behaved.
- Produced visual and **workflow documentation** for proposed solutions, presenting the same concept to technical and non-technical audiences.
- Validated structured **data, dashboards and data flows** across the platform, documenting inconsistencies and their impact on system behavior and reporting.
- Supported data integrity and access control processes, building working knowledge of authentication and permission models on a healthcare security platform.

Herbalife

User Experience Designer & Content Author — corporate website,

Adobe Experience Manager

Nov 2023 - Nov 2024

- Designed user-centered website prototypes to improve usability and create intuitive digital experiences.
- Conducted manual **QA testing**, validating user flows, identifying broken links, and detecting **UI/UX** issues across the website.
- Reported bugs and collaborated with cross-functional teams to enhance site performance and overall user experience.
- Managed website content in **Adobe AEM**, including asset uploads, metadata optimization, and Excel audit reporting for better content control.

OQLAR

UX/UI Designer & Product Tester

Nov 2023 - Nov 2024

- Built the platform's template library — created the animations and converted them into reusable templates user could adapt, designing the system that let one asset serve many outputs.
- Organized digital assets by type, function and relevance, building the content taxonomy that made retrieval fast and improved DAM navigation by 10%.
- Tested the product and proposed new editing and animation tools based on those findings, expanding what user could produce without leaving the platform.
- Designed prototypes and interaction flows validated through usability testing with 10 users, improving UI usability by 30% across web and mobile.

Product Design Intern

- Actively listened to stakeholders to gain a deep understanding of specific project requirements and client goals, ensuring successful design of products and services for **IOS, Android and Web using Figma**
- Facilitated communication between technical customers and development teams, establishing end-to-end project management transparently with approximately 10 ongoing projects simultaneously.
- Formulated solutions synthesized from aligning customer needs with business objectives resulting in a 5% acceleration in project delivery timeline for all projects within the portfolio.

EDUCATION

MadCap Flare Introductory Training

September 2026

Technical Writer

Course Recording

July 2024

Quality Tester

Data Science, AI & Machine learning Bootcamp

July 2024

Data Science Career

Google

Aug 2023

Data Analytics

Netzun/UPAL University

Specialization in UX Design

Skills

Documentation & Content: Technical Writing · Topic-Based Authoring · Single-Source Authoring · MadCap Flare · Adobe Experience Manager (AEM) · Confluence · Content Audits · Metadata & Taxonomy · Information Architecture

Markup & Web: HTML · CSS · XML · Markdown

UX & Research: Figma · Prototyping · Wireflows · Usability Testing · Personas · Design Thinking · User Advocacy

Quality: Manual Testing · Functional & Exploratory Testing · Test Case Design · Postman (API Testing) · Lighthouse (Performance & Accessibility) · Jira · SDLC & Testing Lifecycle

Process: Agile · Scrum · Sprint Planning · Project Management

Data: SQL · Python · Excel · Data Analysis