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ENRIQUE HERNANDEZ HURTADO ESQUILAS

About me



I used to design rocket ships 🚀 – now I design intuitive experiences. I'm a Product Designer specialising in UX research, uncovering pain points, iterating research-driven solutions, and making products meaningful and useful.

Contact

- ✓ ehernandezhur@gmail.com
- ✓ +44 73838 111 00
- ✓ [LinkedIn](#)
- ✓ [Portfolio](#)

Work Experience

ai Product and UX Consultant **Advanced Infrastructure**

Sep 2024 - Feb 2025 | UK (Remote)

- Led UX research: 20+ interviews & workshops to refine the platform for key users.
- Drove adoption, expanding into a new market as the primary net-zero planning tool.
- Redesigned scenario modelling tools, enabling actionable and dynamic decarbonisation plans: Successful adoption by all key energy planners.

UX strategy

Data-driven decisions

Facilitating design workshops

Behavioural analysis



UX Consultant PitchPal

May 2024 - Aug 2024 | UK (Remote)

- Led user research: 20+ interviews, 140+ surveyed to uncover pain points in conversational practice.
- Designed & tested AI-driven prototypes for a language learning app, iterating through session recordings & behavioural analysis.
- Validated concept: 1,000+ downloads, boosted retention and engagement.

AI and UX automation

A/B testing

Heuristic evaluations

JavaScript/React

Clarity

Accessibility



UX Consultant Inspirecraft

Mar 2024 - May 2024 | UK (Remote)

- Interviewed 15+ creators and surveyed 100+, uncovering workflow inefficiencies & automation opportunities.
- Developed & iterated AI-driven prototypes for content creation.
- Concept validation through user testing & feedback, assessing feasibility & alignment with user needs.

Data-driven decisions

Analytics tools (Google Analytics, Facebook Pixel)

Facilitating design workshops



Product Designer Anqalab

Jan 2024 - Mar 2024 | UK (Remote)

- Led UX research for an early-stage battery tech concept, identifying user needs.
- Facilitated discovery sessions, translating technical requirements into user-centred design opportunities.
- Proof-of-concept validation through user research & feasibility testing.

UX strategy

Heuristic storytelling and presentations

Data-driven decisions

Behavioural analysis



Product Designer Salty Maggie Swimwear

Feb 2022 - Sep 2022 | Remote

- Analysed user behavior through session recordings & conversion funnel data to identify pain points in the online shopping experience.
- Redesigned the checkout, adding a floating cart to reduce friction.
- Achieved a 700% increase in sales conversions.

Data-driven decisions

Usability testing

Behavioural analysis

Clarity

Prototyping

• **UX Solutions Architect**

Nov 2019 - Apr 2022 | UK (Remote)

- Redesigned collaboration workflows for key aerospace and automotive clients, including NASA, Boeing, Airbus, and Williams Advanced Engineering.
- Uncovered usability gaps, leading iterative design workshops to refine multi-user file management.
- Successfully drove adoption across major industry partners.

Facilitating design workshops

Usability testing

Behavioural analysis

• **Solutions Engineer**

Oct 2018 - Nov 2019 | Cambridge, UK

- Improved customer workflows through UX research, identifying & resolving usability issues for key aerospace & automotive customers.
- Collaborated with the UX team, refining product roadmaps based on research insights.
- Built stakeholder alignment, presenting research findings that influenced product priorities & development.

Usability testing

Heuristic storytelling and presentations

UX strategy



Software Engineer **Suzlon Energy**

Feb 2017 - Sep 2018 | Madrid, Spain

- Designed software tools to streamline renewable energy project planning.
- Collaborated with engineers & designers, improving usability of internal tools.

Behavioural analysis

Accessibility

Data-driven decisions



Software Engineer (Intern) **Airbus**

Jan 2014 - Jun 2014 | Madrid, Spain

- Developed internal tools to improve usability in aerospace applications.
- Collaborated across teams to ensure software met operational and user needs.

Usability testing

Data-driven decisions

Education



University of Cambridge

- Master's Research in Scientific Computing (2022-2023)
- Awarded Scholarship (collab. Boeing R&T)



Carlos III University, Madrid

- Master's Aeronautical Engineering (2016)
- Bachelor Aerospace Engineering (2014)

Languages

English Bilingual

Spanish Native

Portuguese Fluent

French Conversational

Beyond design...

I'm passionate about art, music, and surfing. I volunteer teaching at a children's shelter and organising summer camps for underserved rural communities, where I also founded a dance school.



Let's connect! ✨