JOSE HURTADO

Design Director | Evidence-based and inclusive design | Product building, design systems, AI tooling

Spanish (native), English (fluent)

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SUMMARY

Design Director with 20+ years across product, brand and digital, specializing in evidence-based and inclusive design. Since 2019, UX/UI Senior Design Director with a US agency serving enterprise clients, leading design teams of three to six across five industries in English and Spanish. Builds and runs three products solo, from architecture through production code: Kernex, a Rust runtime for AI agents with 12,600+ crate downloads; uxuiprinciples.com, a paid reference of 195 UX/UI principles backed by 2,300+ citations to published research, with 256,000 Google search impressions since launch; and AX Principles, its agent-experience companion. At Nestlé USA, authored the multicultural design guidelines across more than 15 brands, set a 4.5:1 minimum contrast standard (WCAG) for the global careers site, and designed the Nerds packaging recognized by GDUSA in 2017 and 2018.

EXPERIENCE

UX/UI Senior Design Director

US agency serving enterprise clients | Remote | Aug 2019 to Present

- Lead design teams of three to six on enterprise web, product and brand programs. Client work is under NDA and is described here by industry.
- Financial services and fintech: led campaign and email design under one brand standard, with A/B testing frameworks, segment personas and annotated product prototypes.
- Consumer health and personal care: rebuilt information architecture and education-led conversion paths for audiences with different levels of knowledge, plus the campaign assets around them.
- Consumer brands and e-commerce: led web redesigns through product pages and checkout, designed campaign creative together with its landing pages, and produced 3D product models, motion and A/B-validated prototypes.
- B2B and enterprise services: built design systems with token architecture and component libraries that serve several audiences from one foundation.
- Education and family audiences: research, information architecture and conversion flows for audiences where the user and the buyer differ.
- Write specs that name variants, states and edge cases before engineering starts.
- Ship production front-end code where a spec would cost more than the build, and run usability testing and A/B tests.

Senior Visual Designer, Multicultural

Nestlé USA (in-house) | Glendale, CA (remote from late 2018) | May 2015 to Aug 2019

- Multicultural designer on packaging, digital and campaigns across more than 15 Nestlé USA brands, from Nesquik, La Lechera and Abuelita to the Dulcería candy lines, working with a multidisciplinary team.
- Authored the multicultural design guidelines (color, typography, photography art direction, cultural context), written as usage rules for internal teams and external agencies.
- Global Nestlé careers site, 2017 to 2018: set a 4.5:1 minimum contrast standard (WCAG) for the style guide, across about 38 languages and about 80 country sites.
- Designer and illustrator on Nerds packaging (Nestlé Dulcería Nerds; Big Chewy Nerds), recognized with GDUSA American Package Design Awards in 2017 and 2018. Big Chewy Nerds won the Most Innovative New Product Award (non-chocolate) at the 2018 Sweets & Snacks Expo.
- Designed, animated and post-produced Nestlé marketing and sales videos, recognized by GDUSA in 2017.

Creative Director and Web Designer

Independent design studio | Los Angeles, CA | 2009 to 2015

- Directed website redesigns for client companies, from brand through UX/UI and front-end build.
- Set the studio's creative process and ran brand, UX/UI and front-end delivery across client engagements.

Co-Founder and Digital Director

Trabuca Comunicación Visual | Venezuela | 2001 to 2009

- Co-founded a digital agency serving entertainment and corporate clients.
- Directed campaigns across digital and print, and corporate identity programs for client companies.

PERSONAL PRODUCT BUILDS

Kernex | kernex.dev | 2026 to Present

- Rust runtime for AI agents with OS-enforced sandboxing (Seatbelt on macOS, Landlock on Linux), persistent memory and multi-provider AI. Designed and built solo, architecture through production code.
- 10 crates on crates.io with 12,600+ downloads and 149 published versions as of October 2026. The kx CLI ships as a 12 MB binary that starts in about 5 ms and runs 12 LLM providers behind one interface.
- 800+ tests in the runtime, with the sandbox posture asserted in CI on macOS and Linux. Releases with SHA-256 checksums and Sigstore provenance attestations.
- Case study: jhurtado.com/work/kernex-dev

uxuiprinciples.com | 2025 to Present

- Reference of 195 evidence-based UX/UI principles in English and Spanish, backed by 2,300+ citations to published research, 10 of them dedicated to accessibility.
- Designed and built solo, research through production code (Next.js, TypeScript, Supabase). Launched December 2025, now a paid product with customers in 10 countries, a developer API and an MCP server. 256,000 Google search impressions from 219 countries and territories through October 2026.
- Extended into AX Principles (axprinciples.com, 2026): 47 agent-experience principles with 168 citations, bilingual, live within a month of the first commit.
- Case study: jhurtado.com/work/uxuiprinciples

SKILLS

Leadership: Design Leadership, Design Systems, Design Review Standards, Product Strategy, UX Strategy, Cross-functional Leadership, Team Leadership (teams of three to six)

Product design: Product Design, AI Product Design, Interaction Design, Information Architecture, User Research, Usability Testing, A/B Testing, Accessibility (WCAG 2.2), Inclusive and Multicultural Design

Engineering: TypeScript, React, Next.js, Astro, Rust, Node.js, Supabase, PostgreSQL, Front-End Development

AI: LLM Integration, MCP Servers, AI Agent Runtimes, AI-assisted Design Workflows

Tools: Figma, Cursor, Adobe Creative Suite

EDUCATION

- Master in Digital Business, European Business School of Barcelona (ENEB), 2024
- Master in Digital Marketing and Analytics, European Business School of Barcelona (ENEB), 2024
- Full-Stack Software Development, 4Geeks Academy, 2022
- Bachelor's Degree in Graphic Design, CIDIG (Centro Instituto de Diseño Gráfico)

CERTIFICATIONS

- Google UX Design Professional Certificate, Google (Coursera), 2023
- Human-Computer Interaction (HCI), Interaction Design Foundation, 2022
- UX/UI Design Specialization, California Institute of the Arts (CalArts), 2020
- Enterprise Design Thinking: Practitioner, Team Essentials for AI, and Co-Creator, IBM, 2020
- Generative AI Learning Plan for Developers (AWS Skill Builder), 2024

LANGUAGES

Spanish: Native | English: Fluent