VIOLA HERNANDEZ

Masters of Digital Media (MDM) | TMU
Joint Bachelor of Business Marketing and Design (BBA) | SFU

English, Cantonese, Mandarin (B2), Spanish (A2)

In my 8 years of working in public transit within municipal government, I've managed and designed digital transit products acting as both the lead designer and the everyday commuter who actively stress-tests their own work. I thrive in the chaos of a cross-functional operations environment, often seeking solutions that advocate for pragmatic wayfinding and reliable information design across digital and physical environments for a better transit system that serves the public.

Technical Skills

UI/UX | Figma • Adobe XD

Design | Illustrator • Affinity Designer • Canva

AI | Claude • Cursor • Gemini

CMS | iCreate • Drupal • Salesforce • WordPress

Photography | Photoshop • Lightroom • Affinity Photo

Publishing | InDesign • Affinity Publisher • IngramSpark • Lulu Publishing • Kindle Direct Publishing (KDP)

eCommerce | Shopify • Etsy Seller

Professional Experiences / Select Projects

Web Project Coordinator (Project Lead)

The Regional Municipality of York/York Region Transit | 2016 to 2024

- Manage the product design/maintenance of YRT's official website and digital apps, translating complex operational requirements for internal staff and ensure accessible and accurate real-time information for transit users
- Collaborate with cross-functional teams and consultants on large-scale web/digital projects to deliver public-facing accessible digital features, including RFP procurement contracts, education/training, and presentations at stakeholder meetings
- Design digital UIs for transit's physical environment, optimizing on-street hardware passengers rely on for arrival/departure data
- Perform user testings and research on all web/digital features and apps, providing recommendations and design mockups to ensure best practices and accessible designs for users
- Manage/design large-scale communications campaigns including web landing pages, print/web graphics, social media assets, bus advertisements, public notices, and various multimedia content

YRT WEBSITE REDESIGN | Project Lead/Designer overseeing the redesign of YRT.ca, from RFP procurement to IA, UI/UX design and research, UAT testing, training, and its successful launch to meet the federally mandated AODA compliance before the deadline.

YRT REAL-TIME ON-STREET DISPLAYS | UI Designer for transit's dynamic wayfinding displays providing real-time information, including on-bus next stop screens and arrival/departure data at major bus terminals.

YRT SELF-SERVE PORTAL | Lead UI/UX Designer for a self-serve knowledge base platform designed to alleviate high call volumes/wait time for staff and riders. Proactive design demos allowed me to convince design-makers to support best practices.

YRT TRANSIT FEEDBACK FORM | Lead UI/UX Designer/Researcher to redesign a public feedback form that provides a user-friendly experience, improved inquiry triage and faster response time.

Health Marketing Coordinator (Proposal Lead)

CannonDesign | 2013 to 2016

- Manage/coordinate cross-functional teams across Canada/US to deliver multi-million dollar RFP submissions under strict deadlines, contributing to over $500 million in secured healthcare projects
- Create complex project proposal, integrating targeted market research, strategic storytelling, and brand-aligned designs for competitive, winning submissions
- Draft, edit and evaluate content while managing production process for a variety of marketing collateral, including proposals, project profiles, resumes, and niche-market custom collaterals

Founder, Freelance Designer

FishyDesignStudio | 2012 to Present

- Manage/operate Shopify and Etsy e-Commerce websites selling digital and print products online
- Create/design film and TV production materials including pitch decks, posters, and various marketing assets
- Provide digital/print design consulting services for clients, focused on strategic document creation, design storyboarding, and publication
- Help small businesses and startups create brand identities and online presences including logos, print/digital design materials, website setup, and web content creation

Awards

Digital Marketing - Gold Winner | Link
2024 MarCom Awards - YRT Transit Initiatives 2025
Role: Lead Interactive Map Designer

Websites - Awards of Excellence | Link
2020 APEX Awards (shared) - York Region Transit Website
Role: Web Project Lead/Designer for YRT

Digital Marketing - Gold Winner | Link
2021 MarCom Awards - Riding YRT During a Global Pandemic
Role: Lead Campaign Designer

Certifications / Publications

Certificate in User Research (UXR)
Oct 2021 | Akendi | Certification ID: 39766375

Certificate in User Experience Design (UXD)
Jul 2019 | Akendi | Certification ID: 13312524

Can You Hear the Halcyons Sing? | Link
Children's Advanced Illustrated Book (ISBN: 9781738788309)
Public Libraries: Burnaby, BC | Vaughan, ON Stores: Amazon | Indigo

Grestin | Link
2022 | Musescore | Original Music Composition