

Luis Hernandez

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Professional Experience

CREATIVE DESIGN CONSULTANT | GEMINI CONSULTING SERVICES | NOVEMBER 2014 – CURRENT

Provides creative design and project management services to multiple clients across verticals.

Current and Past Clients include:

- Heal Well of Oklahoma / Texas: Creates, manages websites and internal and other marketing collateral
- Hogarth Worldwide: Localization and file management of all Apple branded materials across LATAM markets
- Brown, Harris, & Stevens: Refined brand standards and provided services such as high-resolution photography, videography, virtual staging, and graphic design
- Shape Lovers Inc: Led design and creation of all internal and external physical and digital marketing collateral
- Aoki Group Inc: Created restaurant websites, menus, poster ads, social media assets, and POS marketing ephemera

GRAPHIC DESIGNER & MARKETING LEAD | HERRERO & SONS CORP. | JANUARY 2018 – JULY 2023

Creative Lead for all company marketing materials, including automotive merchandise catalogs, product packaging, sales presentations, and websites.

- Built and maintain company websites
- Designed branded product packaging and sales materials
- Created and iterated on all sales planning and business documentation
- Managed all other in-house, company-wide creative services

GRAPHIC DESIGNER | WOLFINGTON COMPANIES | MAY 2008 – OCTOBER 2014

Designed and built creative materials used by a leading Automotive and Entertainment marketing company.

- Developed artwork and layout for print and digital signage, banners, posters, publications, and flyers
- Oversaw company's digital creative marketing strategy and assets
- Created business presentations, marketing plans, and proposals
- Served as a key creative consultant across all company projects and initiatives

GRAPHIC DESIGNER & WEBMASTER | ABCO PRODUCTS INC. | MAR 2004 – APR 2008

Produced creative assets for use at sales presentations and trade shows for a manufacturing company whose clients included Burger King, SYSCO, Parkdale, and Grainger.

- Helped develop and implement graphic standards and requirements
- Designed and built all trade show material such as brochures, posters, and trade booths
- Created digital assets and websites aligned to company's and client's GTM strategies
- Managed or assisted in the completion of all creative design projects for corporate clients

Summary of Core Skills & Tools

Adobe Creative Suite, WordPress, HTML & CSS, Z-Brush, Advanced Graphic Design, Digital Marketing, Branding, Illustration, Painting, Logo Creation, Composition, Layout, Color Sense, Color Theory, Spacing, Printing, Typography, Storyboarding, 3D Design, UX/UI Design, Infographics, Photography, Photo Editing, Animation, Video Editing, Copywriting, Project & Vendor Management, Social Media, SEO, Bilingual (Spanish)

Education

University of Florida

Bachelor of Arts in Visual Arts