

ALEJANDRO HERNANDEZ

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Alejandro is an enthusiastic, creative graphic designer focused on developing a more extensive, deeper engagement for users.

Education

California Institute of the Arts

Bachelor of Fine Arts Degree in
Graphic Design

August, 2008 – May, 2012

- Completed the design program and studied under its hugely talented and respected faculty
- Focused studies include typography, composition, UX/UI, art direction, branding, image making and Motion Graphics

Skills

- Well articulated sense of typography & composition
- Has led & participated in Google Design Sprints
- Has created and worked with a Design System such as Material Design and with Apple's Human Interface Guidelines
- Familiar with User Experience design patterns

Technical Skills

- Adobe CC Suite
- Sketch
- Invision
- Abstract
- Google Design Sprints
- Green screen, camera operation and editing
- Conversational Spanish

Professional History

Kadenze

Creative Director & Product Designer

October, 2014 – March, 2018

- Designed and developed the Kadenze and Kannu brands
- Lead a team of designers that worked with the Product development, Production and Marketing teams
- Developed and implemented a modified version of the Google Design Sprint that could accommodate Kadenze's Design and Development teams
- Spearheaded and developed the Kadenze Design System

Forecast3D

Web Designer

August, 2014 – April, 2014

Responsible for the creation of web site mock-ups, client dashboard and also develop email marketing campaigns.

OpenTee

Interface Designer

08/2014 – 10/2014

I was responsible for design mock-ups and templates that would be used the different internal/external products.

ACTIVE Network

Graphic Designer

10/2014 – 04/2014

Responsible for the creation of design collateral for email marketing campaigns, landing pages, web site, web site skins and also internal web sites for B2B info.

JEES3

Graphic Designer/UX & UI

10/2013 – 04/2014

Helped create mock-ups and animations for web based interface's and marketing campaign collateral.