



ALEJANDRO HERNANDEZ

THE SCARY DOOR STUDIO

Education

- **California Institute Of The Arts** - Valencia, CA — 09/08 - 05/12
Bachelor of Fine Arts Degree in Graphic Design
 - Completed the design program and studied under its hugely talented and respected faculty
 - Focused studies include typography, branding, image making and motion graphics

Professional History

- **Active Network** - San Diego, CA — 02/13 - Current
Graphic Designer
 - Graphic Design production of emails, ads and other web based collateral.
- **Forecast 3D** - San Diego, CA — 10/13 - Current
Web Designer/UX
 - Responsible for web design mockups and user experience
 - Developing and designing email marketing campaign
- **Print Media Lab** - Valencia, CA — 01/10 - Current
Digital Assets Manager & Designer
 - Manage the labs day to day operations
 - Design the lab signage, web site, content production (video tutorials, images, etc)
artserve.calarts.edu
- **JESS3** - Los Angeles, CA — 09/13 - 11/13
Graphic Designer/UX
 - Responsible for designing UI for tv based interface and other web based collateral
- **Thames Hudson** - Los Angeles, CA — 10/12 - 12/12
Web Designer/Developer
 - Responsible for coding/design of a wordpress template, content production.
www.thameshudson.com
- **Motomo Studios** - Los Angeles, CA — 08/12 - 10/12
Designer/Animator
 - Responsible for design and animation of an experiential wall used to showcase companies history and help acquire further investments for future projects.
- **Nora Films** - Los Angeles, CA — 09/11 - 05/12
Web Designer/Developer
 - Responsible for designing & coding, image prep, developing jquery and creating cms
www.nora-films.com
- **Sqirl Jams** - Los Angeles, CA — 08/11 - 04/12
Web Designer
 - Responsible for coding, image prep, developing query code & creating emailing system
www.sqirla.com

Contact

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Skills:

- Well-articulated sense of typography
- Keen eye for layout and composition
- Experience with designing motion boards for pitch/animation
- Ability to design web layouts & user interfaces for interactive media

Technical Skills:

- Cs5 Master Collection (Photoshop, Illustrator, InDesign, After Effects, etc.)
- Final Cut Pro Suit , Cinema 4d, HTML5, CSS3, JQuery, CMS, Wordpress
- Green Screen, Directing, Camera operation (Canon 5d, 7d)
- Word (Pages), Mac Os X & Windows proficient
- Conversational Spanish
- Screen Printing (both file prep & printing), Letter Press, Large format digital printing, Roland Vinyl cutter, Laser cutter.