Juan Manuel Hernandez

GRAPHIC DESIGNER

Jersey City, New Jersey

I am a senior graphic designer with over 15 years of experience in the industry. Passionate about creativity, with an eye for great design, and a proven track record of producing effective graphic media. I'm a self-starter, team player, and I package my creativity and experience alongside my strong work ethic.

Experience

Senior Graphic Designer

Montanero Corp.

North Bergen, NJ
Apr 2015 - Present

- Led the company's re-branding and established guidelines.
- Handle all design, packaging, advertising, and promotional projects.
- Work closely with the sales team to create new revenue-making strategies.
- Manage up to 5 projects at a time.
- Established and maintain a professional rapport with sales, management, vendors, and key clients.

Graphic Designer

Nema Associates, Inc.

Newark, NJ
Feb 2001 - Jan 2014

- Served as the head designer for successful projects involving branding, marketing, and advertising strategies, which included, logo, brand and identity design, publishing design and layout, event graphics and promotional products, web design, and email campaigns.
- Excelled at the packaging design of new products, as well as the redesign of established products for large-scale food industry companies.
- Responsible for company and client website creation and maintenance.
- Sought out by management to launch new software and technologies.
- Designed, implemented, and trained company protocols and guidelines for junior designers to educate and increase productivity and revenue.

Art Director

Ocean Style Magazine

St. Clair, Trinidad and Tobago
Sep 2004 - May 2005

- Conceptualized and executed the design of the logo, corporate identity, advertising and promotional for the initial company launch.
- Collaborated with photographers and models in photo shoots, photo retouching and manipulation to enhance portfolios and model composite cards.
- Responsible for press-ready files of all printed media.

Art Director

EON Model Management

New York, NY
Nov 2003 - Jan 2008

- Spearheaded the redesign of the prestigious Caribbean magazine for the international launch.
- Created design guidelines, layout, themes, and graphics.
- Responsible for all retouching, color correction, and photo manipulation of company-wide advertising and editorial photography.

Education

Bachelo's Degree

New Jersey City University

Jersey City, NJ
Sep 2005 - Jun 2000

BA in Communication Design

Skills

Areas of expertise

PRINT
- Brochures / newsletters / fliers
- Media kits / advertisements
- Packaging design
- Publishing / editorial design

MULTIMEDIA
- Web design
- Targeted e-mail campaigns
- Social media implementation
- Photo Manipulation

PROMOTIONAL
- Event designs
- Promotional Gifts
- Large format graphics
- Store Displays

Technical Proficiencies

PLATFORMS: Mac OS X, Windows 7/10
SOFTWARE: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver, and Bridge); QuarkXpress, Extensis Suitcase Fusion, and Office Suite (Word, Excel, PowerPoint, Outlook)