

ANA HERNANDEZ

Graphic Designer



Contact

anahernandezdesign.com
/in/anahernandezdesign
ana.hernandez.designer@gmail.com
Phoenix, AZ

Education

Arizona State University,
Herberger Design School
May 2018

Bachelor's of Visual
Communication Design
GPA of 3.69

Competency

Adobe Creative Cloud
Illustrator
InDesign
Photoshop
InVision
Figma
PowerPoint and KeyNote
User interface
Prototyping
WordPress
Microsoft Office
Book design and bounding
Layout design
Branding
Communication
Spanish

About Me

Creative and multi-talented designer with experience in designing for user interface, advertising, as well as print and digital design. I am open minded to work and learn in different aspects of graphic designs. Excellent team player with marketing and developers. I can contribute a different perspective and add my own sense of flair.

Experience

ASU Decision Theater, October 2017 — May 2018, September 2018 — Current
Graphic Designer/ UI Designer

- Assist in leading the creation of branding and themes with clients through touch-point base.
- Mocking up concepts and renderings of dashboards, infographics, and user interface.
- Prepared presentations and prototypes on a seven screen panel.
- Execute day-to-day creative requests from Project Manager.
- Collaborated with developers and editors by providing CSS and creating prototypes.
- Created visuals, vectors, and icons to prevent purchasing licenses.

Heard Museum, Phoenix AZ, May — July 2017
Graphic Design Intern

- Review, research, and analyze competitors, existing initiatives, past projects, and customer research to improve visitors' experience.
- Designs for marketing, education, membership, and catering departments.
- Promoted sales with online ads, banners, and emails for the gift shop.
- Increased memberships with promotional brochures and info-graphics about benefits
- Created a geo-filter for Instagram for a public event, used over 500 times in one day.
- Layout design for catering menu for print that was originally made from powerpoint.
- Designed vectors and icons for web and print to prevent purchasing licenses.
- Updated the style guide for the new branding guides.

Awards

ASU Herberger Institute, Design Excellence 2017
Awarded for rebranding for the Phoenix Improv Festival

ASU Herberger institute, Design Excellence 2018
Awarded for Senior Exhibition on the topic of CRISPRs and the uses for genetic engineering.

Hobbies

- Photography
- Illustrations and drawing
- Collecting rare books for their typography and illustrations