

# JESSICA HERNANDEZ

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## COMPUTER SKILLS

Microsoft Word, Excel, PowerPoint,  
Adobe Photoshop, Adobe Illustrator,  
Adobe In Design, Adobe Dreamweaver,  
Adobe Premiere Pro, Adobe Lightroom,  
Adobe Flash and Quark

## EDUCATION

New York City College of Technology  
(City University of New York) 2009  
Bachelor of Technology in  
Communication Design

## HONORS

- Graduated Cum Laude
- First prize for the cover art of the New York City College of Technology's City Tech Writer: Outstanding Student Writing from All Disciplines.
- Attended & participated in the 2009 selective ADC National Student Portfolio Review.

## PROFESSIONAL EXPERIENCE

- ✦ **MATTEL/FISHER-PRICE - New York, N.Y. (September 2016 - Present)**  
DIGITAL DESIGNER
  - Design and create weekly brand emails.
  - Design and create UX/UI microsities and brand landing pages.
  - Create social media posts and design social campaigns.
  - Art Director for Fisher Price brand photoshoots.
  - Video and photo editor for social media content, FP.com and emails.
- ✦ **KACHY DESIGN - Rego Park, N.Y. (March 2014 - September 2016)**  
GRAPHIC AND WEB DESIGNER FREELANCE DESIGNER
  - Designed graphic artwork for branding and logo design.
  - Collaborated with Vice President in designing signage and menus for businesses.
  - Designed creative graphics to enhance client's company websites.
  - Created vector artwork for print, branding and websites.
- ✦ **FLIGHT001 - New York, N.Y. (February 2016 - June 2016)**  
IN-HOUSE GRAPHIC AND DIGITAL FREELANCE DESIGNER
  - Designed, created and developed e-mail creative campaigns to subscribed customers.
  - In-house photography for marketing materials, website and e-mail design.
  - Designed creative posters and signs to optimize visual presence throughout the store.
- ✦ **LI & FUNG LIMITED - New York, N.Y. (February 2009 - February 2014)**  
GRAPHIC ARTIST - LF BEAUTY DIVISION
  - Designed creative concept and final artwork for beauty components and packaging for brands such as Sugar, Piggy Paint, Sally Beauty, Hello Kitty, DC Comics, Angry Birds and Aquafina, while making sure their brand voice was consistently represented.
  - Assisted in execution of component, presentation displays and packaging mock ups.
  - Worked closely with the art director and brand management team in brainstorming creative component and packaging ideas.
  - Created production art based on final artwork for factory.
  - In house photography of products.
  - Created PDQ boxes for in store display.

DESIGN DEPARTMENT - KIDS WEAR DIVISION

  - JPG images for SAP software using designers boards/charts.
  - Accommodated Designers, Production and Sales departments.
  - Various duties working with SAP, Illustrator, Photoshop and InDesign.
- ✦ **DYLAN'S CANDY BAR - New York, N.Y. (February 2011-May 2011)**  
E-COMMERCE GRAPHIC DEPARTMENT
  - Built creative, coded and sent out weekly e-mail marketing that engaged subscribed customers and drove traffic.
  - Designed and maintained website graphic callouts and banners.
  - Worked within Weblinc to maintain, edit and put up products, created discount codes, as well as changed home pages, landing pages, and web banners.
  - Worked within Weblinc to create an easier web usability, navigation and structure.
  - Maintained and implemented creative copy for web-based product names and descriptions. Worked closely with the Art Director, E-commerce Manager and PR team in designing all assets for the website and subscribed email marketing, as well as brainstorming PR concepts to optimize the brand's visual presence.
- ✦ **BATTERY INTERACTIVE - New York, N.Y. (July 2008- August 2008)**  
WEB DESIGN INTERN
  - Assisted in website mockup designs, logo design and web banners.
  - Assisted in creating the information architecture and interaction design for websites.
  - Assisted in creating/writing business proposals for clients.