

JESSICA HERNANDEZ

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COMPUTER SKILLS

Adobe Photoshop, Adobe Illustrator,
Adobe InDesign, Adobe Dreamweaver,
Adobe Premiere Pro, Adobe Lightroom,
Sketch, InVision, Microsoft Word, Microsoft
Excel, Microsoft PowerPoint

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

- ✦ FISHER-PRICE/MATTEL - New York, N.Y. (September 2016 - Present)
DIGITAL DESIGNER
 - Design and create weekly brand emails.
 - Design mobile-first responsive microsites and brand landing pages.
 - Create and design social media posts and social campaigns.
 - Art Director on Fisher-Price brand photo shoots.
 - Edit photos and videos for social media content, Fisherprice.com and emails.
 - Manage a team of 2.
- ✦ KACHY DESIGN - Rego Park, N.Y. (March 2014 - September 2016)
FREELANCE GRAPHIC AND WEB DESIGNER
 - Designed graphic artwork for branding assets.
 - Designed signage and menus for local businesses.
 - Designed creative graphics to enhance client's websites.
 - Created vector artwork for print and websites.
- ✦ FLIGHT001 - New York, N.Y. (February 2016 - June 2016)
IN-HOUSE FREELANCE DIGITAL DESIGNER
 - Designed, created and developed e-commerce emails to subscribed customers.
 - In-house photographer and editor for marketing materials, website and email designs.
 - Designed creative posters and signs to optimize visual presence throughout the store.
- ✦ LI & FUNG AKA GLOBAL BRANDS GROUP - 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 final production artwork for manufacturing.
 - In house photography of products.
 - Created PDQ boxes for in-store display.

DESIGN DEPARTMENT - KIDS WEAR DIVISION

 - Created 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 email 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.