



# Portfolio

Dani Hernandez

Graphic Designer | Art Director



LOMO: LESS ONLINE  
MORE OFFLINE

OVERUSE OF TECHNOLOGY

This case study explores the constantly growing problem of technology overuse and addiction. Focusing on targeting the most affected generations – Millennials and GenZ. The goal of this advertising campaign is to expose our audience to the problem and ironically use technology itself to encourage people to build a healthier relationship with it. Alongside the campaign, we developed the brand LOMO which its overall purpose is to promote an active life outside the screen.

[View Campaign](#)

PASSION GRAD PROJECT:  
DANI HERNANDEZ, ERIN RAMSEY, AN THAI







## #LOGOUT



The power off icon represents our movement.

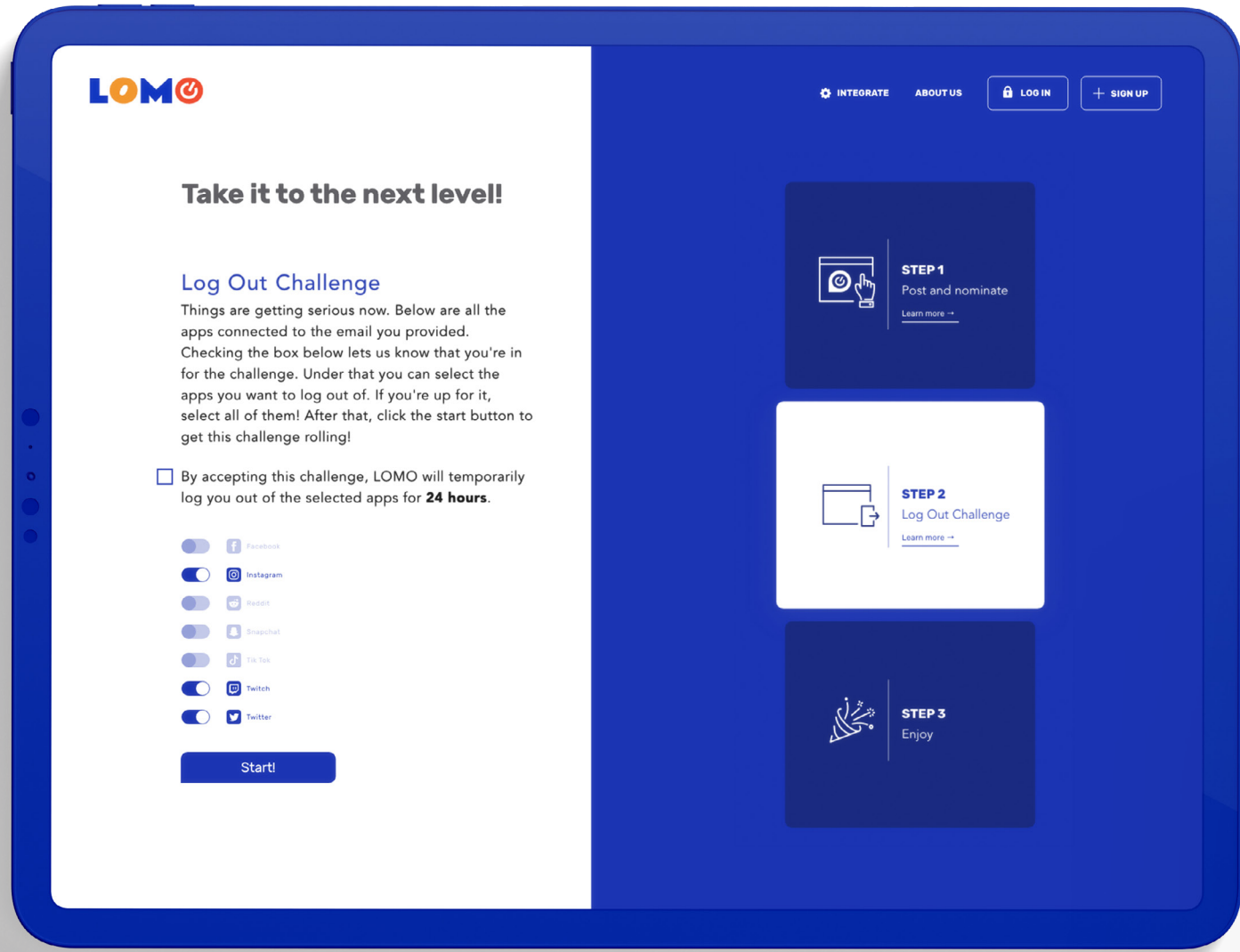
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## NATIONAL OFFLINE DAY ADS

A day dedicated to offline interaction and face to face communication to promote a life outside a screen. It will be the last Saturday of August and will be represented by the power button and the color orange.

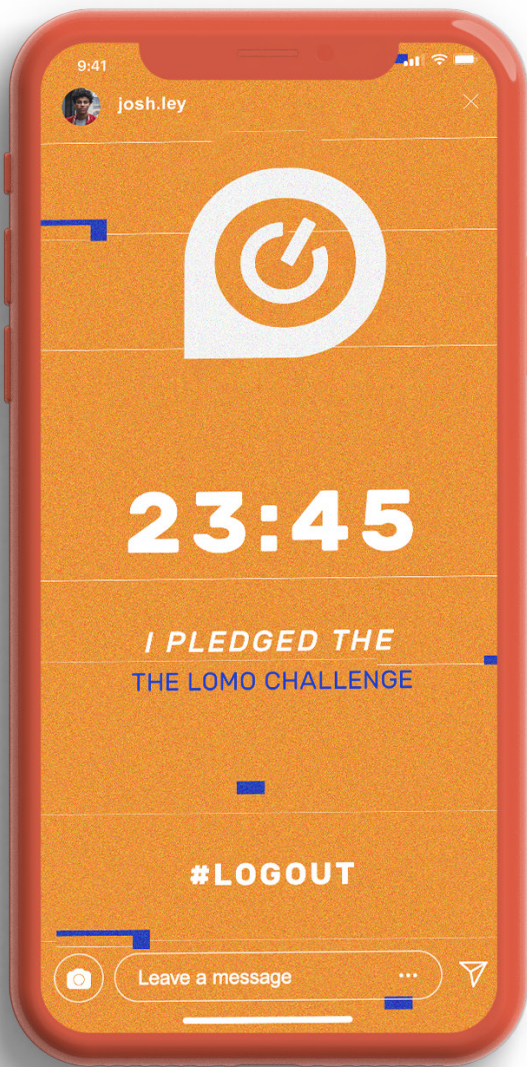
LOMO will also partner up with business around the United States, who will use the "Currently Offline" social post to encourage the audience to #Logout.



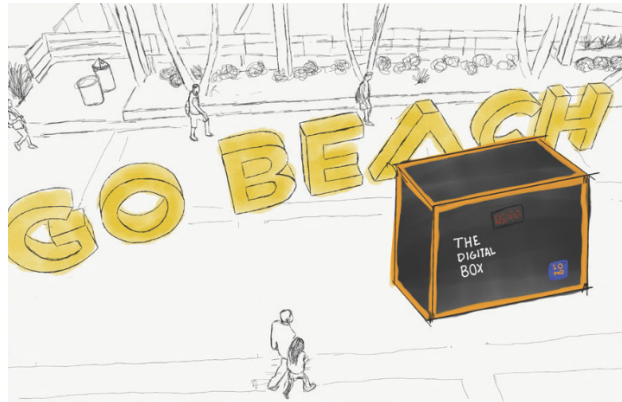


## THE LOMO CHALLENGE

Challenge people to logout of their social media accounts and stay logged out for 24 hours, granting them a last post and allowing them to nominate any of their friends. Once the 24hrs are over we reward them with redeemable points they could exchange in any of our participating locations.







## DIGITAL BOX & REACTION VIDEO

The Digital Box is a 36 sq. ft. box completely covered in screens. The box will confine our audience inside technology and have them experience a life behind a screen. This box will be found in public locations throughout the United States, including parks and university campuses. The goal is to show people how easy it is to be trapped by the digital world and miss out on the real world.

Following the social experiment will be a reaction video of people interacting in and outside the box. Video will be used for promotional purposes in social media.



SPECTRUM MOBILE:  
HUGE DEAL

DRTV SPOT

When Spectrum approached the creative team at Infusion with this spot initiative, the first thing they said was “this campaign is going to be ‘HUGE’ news for mobile.” Our purpose was to propose next level ideas and make a DRTV spot as BIG as it’s deal.

[Watch Spot](#)

INFUSION:  
CONCEPT DEVELOPER, JR. ART DIRECTOR





## HUGE DEAL

Q3\_SM\_DRTV :60

IT'S A NICE SUNNY DAY IN THE CITY. WE SEE PEDESTRIANS ON THE STREETS GOING ABOUT THEIR DAY. SOME ARE USING THEIR PHONES, OTHERS HOLD SHOPPING BAGS. WE SEE A MAN RIDING A BIKE, AND A COUPLE AT A COFFEE SHOP, ETC.

**AVO:** Although it seems like any ordinary day...

SUDDENLY, EVERYTHING AROUND SHAKES AND WE HEAR SOME GIGANTIC AND VERY LOUD FOOTSTEPS. WE CUT TO A CELLPHONE AND A COFFEE AT A RESTAURANT TABLE.

**AVO:** ...it isn't.

WE SEE A GIANT FOOT SHADOW OVER A CITY STREET.  
PEOPLE ARE IN AWE OF WHAT THEY ARE SEEING.

CUT TO PEOPLE'S AMAZED FACES LOOKING UP IN SHOCK.

A YOUNG WOMAN WHO WAS WALKING SPILLS HER COFFEE AS THE GROUNDS SHAKE NEAR HER.

SHE LOOKS UP TO DISCOVER...

**AVO:** For one extraordinary reason!

A GIANT WOMAN, HOLDING A CELLPHONE, SMILING DOWN AT HER.

WE NOW SEE A SPECTRUM MOBILE STORE BEHIND THEM, WITH A BIG CROWD GOING IN. THERE ARE SIGNS ON THE WINDOWS READING "SPECTRUM MOBILE IS NOW \$29.99/MONTH" AND "HUGE DEAL!"

**AVO: Spectrum Mobile now has...**

**Spectrum** mobile™

## HUGE DEAL

Q3\_SM\_DRTV :60

NOW IN FRONT OF THE SPECTRUM STORE, A CUSTOMER THAT IS COMING OUT WITH A NEW MOBILE SERVICE STARTS GROWING.

**AVO: ...a huge deal...**

**AVO:** ...an offer that will make you feel..

HE CONTINUES TO GROW UNTIL HE BECOMES AS TALL AS THE BUILDINGS BEHIND HIM.  
**AVO:** ...larger than life.

**AVO:** Get Spectrum Mobile unlimited plan for only \$29.99 per line, with 2 lines or more.

AS HE WALKS THROUGH THE TOWN, WE SEE GIANT BILLBOARDS  
THROUGHOUT THE CITY THAT SAY: "SPECTRUM MOBILE NOW  
\$29.99/MONTH PER LINE"  
**AVO: It's our biggest deal...**

NOW MORE "GIANTS" APPEAR IN THE CITY. WE SEE A YOUNG GIANT WOMAN HOLDING A CELLPHONE MAKING A CALL. WE SEE ANOTHER WOMAN IN THE BACKGROUND WAVING AT HER.

**AVO: ...on unlimited mobile...**

**Spectrum** mobile™

## HUGE DEAL

Q3\_SM\_DRTV :60

CUT TO SEE GIANT FEET STEPPING ON THE STREETS.  
PEOPLE LOOK AMAZED.  
**AVO:** ...with our lowest price ever.

CUT TO PHONE.  
**AVO:** Call 1-888-123-2999.

CUT TO SEE SOME OF THE GIANTS WALKING AROUND AND GROWING AS THEY USE THEIR PHONES TO TALK, STREAM, FACETIME, CHAT... SOME ARE DANCING IN CELEBRATION.

A GROUP OF GIANTS STOPS IN FRONT OF THE SPECTRUM STORE.

**WOMAN 1:** Amazing! For only \$29.99 I got unlimited data, calls and texts.

**WOMAN 2:** With no hidden taxes, fees or contracts!

Spectrum mobile™

**HUGE DEAL**

Q3\_SM\_DRTV :60

CUT TO SEE CLIPS OF GIANT PEOPLE USING SPECTRUM 5G SERVICE IN DIFFERENT REMOTE PARTS OF THE COUNTRY.  
**MAN:** And 5G's included!

**AVO:** Take advantage of this huge deal from Spectrum Mobile now.

**AVO:** Your savings will be enormous!

**CUT TO OFFER.**  
**AVO:** Get the Spectrum Mobile unlimited data plan for only \$29.99 a month per line, when you acquire two lines or more!

CUT TO PHONE NUMBER.  
AVO: Call 1-888-123-2999

**AVO:** Or visit a Spectrum store and switch to Spectrum Mobile today!

CUT TO END LOGO



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Unlimited Data Plan  
**NOW \$29.99**

20

Unlimited Data Plan  
**NOW \$29.99**

21

Unlimited Data Plan  
**NOW \$29.99**

22

Spectrum mobile  
Unlimited Data Plan  
**\$29.99** /month

1-877-123-2999

23

Spectrum mobile  
**1-888-123-2999**

24

Spectrum mobile  
Unlimited Data Plan  
**NOW \$29.99**

25

**Spectrum** mobile

**COPYWRITING:**  
MANOLO VARGAS, CATALINA WALSH

AHORA VEMOS A VARIAS PERSONAS GIGANTES CAMINAR POR LA CIUDAD. TODOS TRAEN  
 CELULAR EN MANO Y DISFRUTAN DE SU NUEVO SERVICIO DE SPECTRUM. LOS VEMOS  
 PASAR FELICES POR DENTRO DE LAS VENTANAS DE LOS EDIFICIOS. TODAS LAS  
 PERSONAS EN LAS CALLES ESTÁN SORPRENDIDAS DE LO QUE ESTÁ SUCEDIENDO.  
 ESCUCHAMOS PASOS GIGANTES QUE RETUMBAN SOBRE LAS CALLES, PERO EL AMBIENTE  
 ES FELIZ NO DE MIEDO. OIMOS MUSICA LATINA THROUGH THE SPOT.

DE PRONTO VEMOS AL FONDO ENTRE LOS EDIFICIOS UN 29.99 GIGANTE CON LOS COLORES DE SPRECTUM MOBILE

**AVO:** Siéntete como un gigante con la gran oferta de Spectrum Mobile. Ahora obtén llamadas y datos ilimitados por solo 29.99 al mes.

PRILIMINARY CONCEPT COPYWRITING: DANI HERNANDEZ

## CONCEPT & STORYBOARDING

Our purpose was to develop a disruptive DRTV spot that called as much attention as the special offer Spectrum Mobile was going to announce. The goal was for our audience to take away the key advantages of this offer as well as the sentiment of greatness.



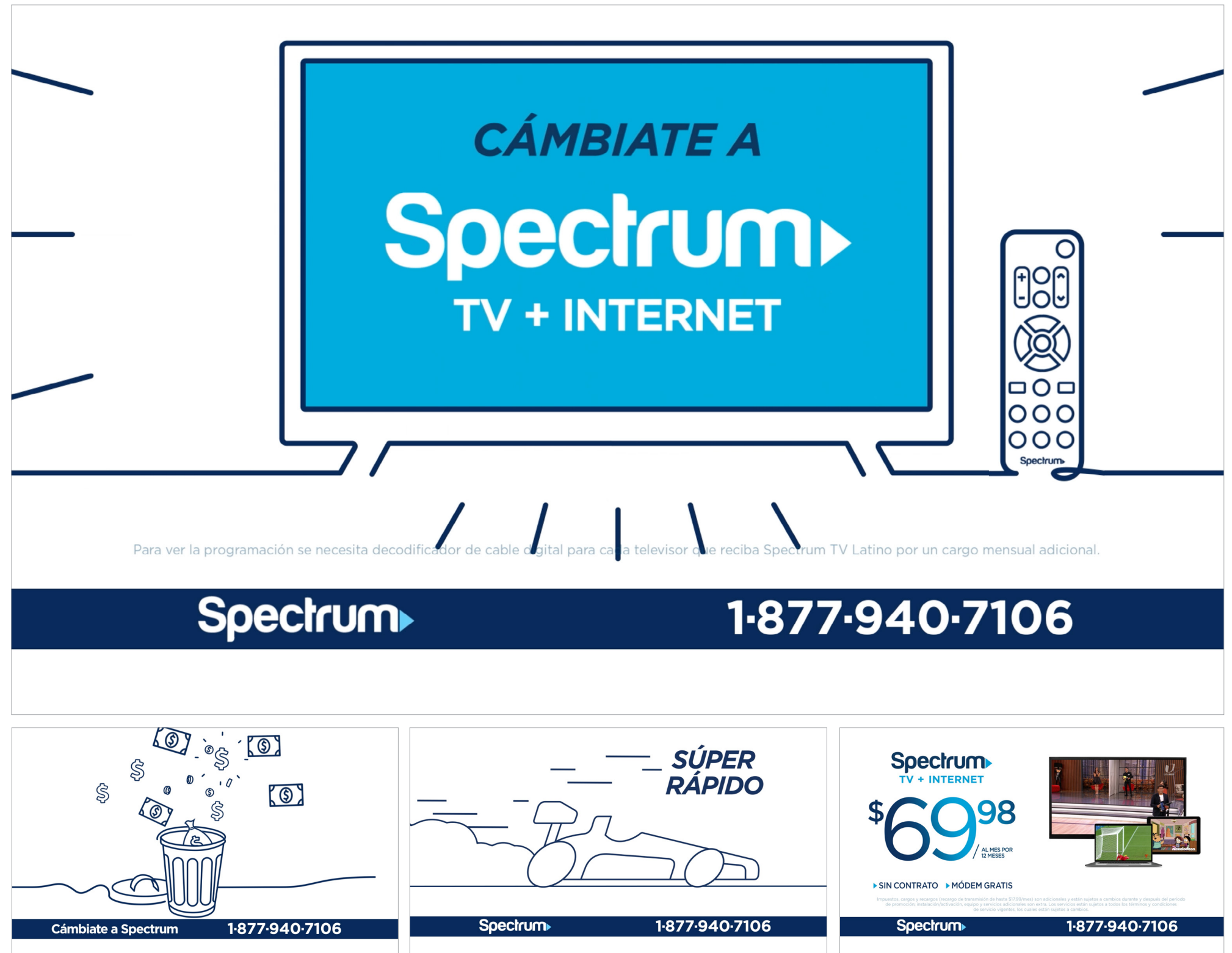
*SPECTRUM:  
PRIMO*

## GRAPHIC DRTV SPOT

Starting as a :30 second CTV graphic spot, PRIMO brought great results for Spectrum with an amazing CPC rate. It's success gave us the opportunity to expand the campaign into a :60 DRTV spot that ran for months across most Hispanic networks. Reaching a high call volume rate and bringing up sales for Spectrum TV and Internet services.

Watch Spot

INFUSION BY CASTELLS:  
JR. ART DIRECTOR





[illegible]

COPYWRITING:  
MANOLO VARGAS, CATALINA WALSH

## CONCEPT & STORYBOARDING

Our purpose was to develop a graphic spot that demonstrated the frustration of paying too much money for multiple streaming services and still not having anything to watch. The goal was for our target audience (Hispanic/bicultural content omnivore bingers) to make the switch to Spectrum by communicating their key advantages – fast and reliable Internet and multiple entertainment options for the entire family inside and outside the home.



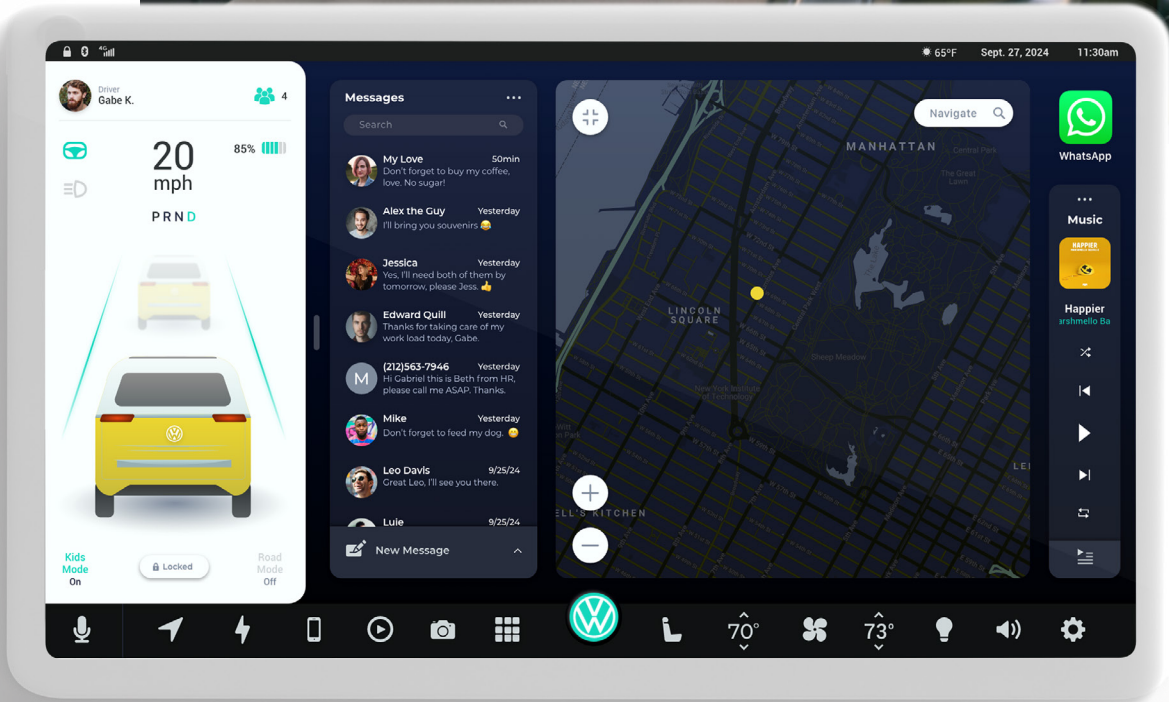
VOLKSWAGEN I.D. BUZZ  
CONCEPT INTERFACE



ON ROAD ENTERTAINMENT

The purpose of this project is to generate a new innovative interface design for an electric autonomous vehicle. Being the first versatile van with fully automated driving mode, Volkswagen’s I.D. Buzz is the perfect inspiration for an interface dedicated to “on road entertainment,” for both driver and passengers. The goal of this interface, is to elevate the user’s driving experience.

[View More](#)



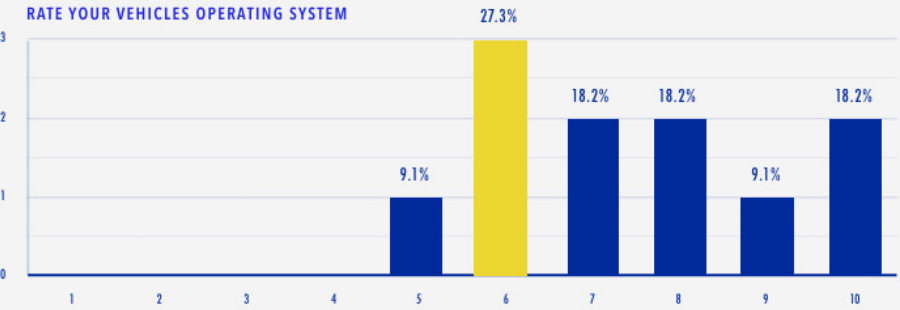
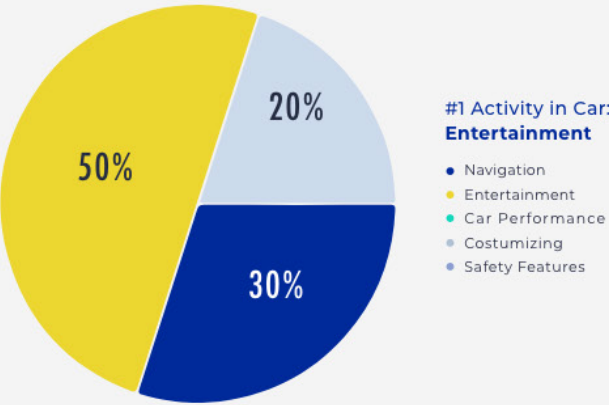


Males 54.5%  
Females 45.5%

54.5% OF PARTICIPANTS ARE 25-35 YRS OLD

- What activity do you perform in your phone?  
80% Social Media  
70% Music
- How many hours a day do you use technology?  
72.7% Over 6 hours

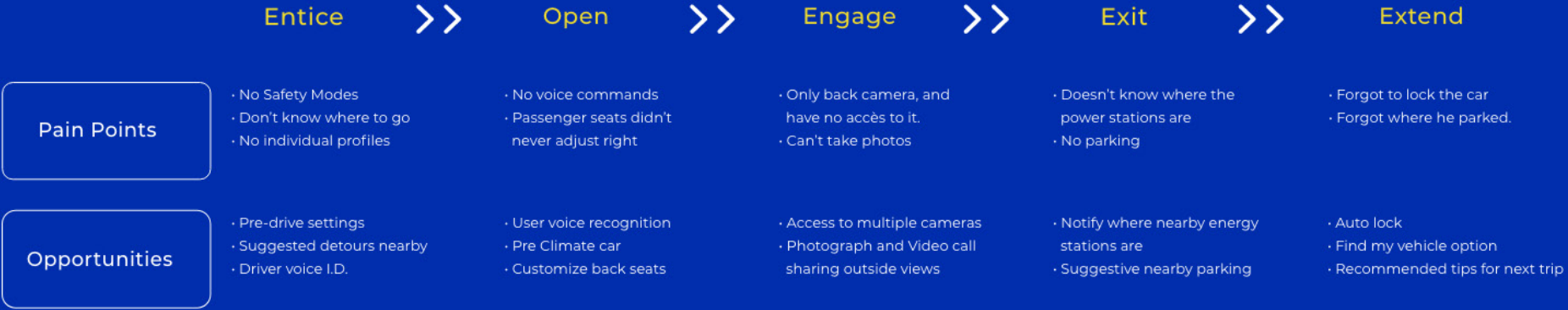
- Do you drive alone, or with other passengers?  
54.9% With passengers
- What activity do you perform as a passenger?  
54.5% Entertainment  
36.4% use phone
- What activity would you like to perform if your car was fully automated?  
"Use technology for entertainment purposes" (i.e. watch TV)
- What features do you use while driving?  
90.9% Entertainment: Music, Radio, Phone Projection



“ Slow, no entertaining options,  
no voice recognition. ”

“ It has no special features. ”

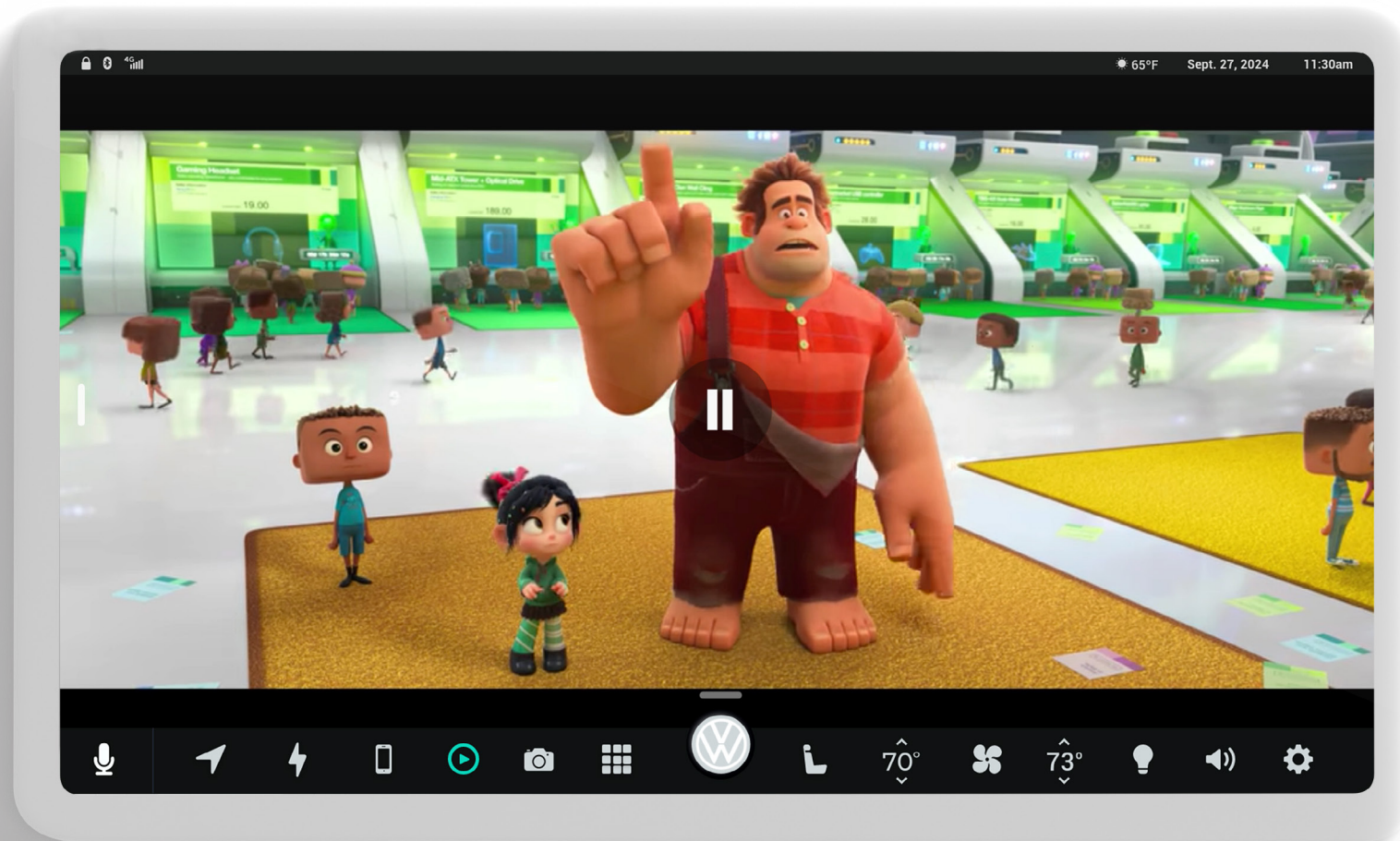
MOST POPULAR ANSWER TO RATING OPERATING SYSTEM



FOCUS GROUP & TARGET AUDIENCE

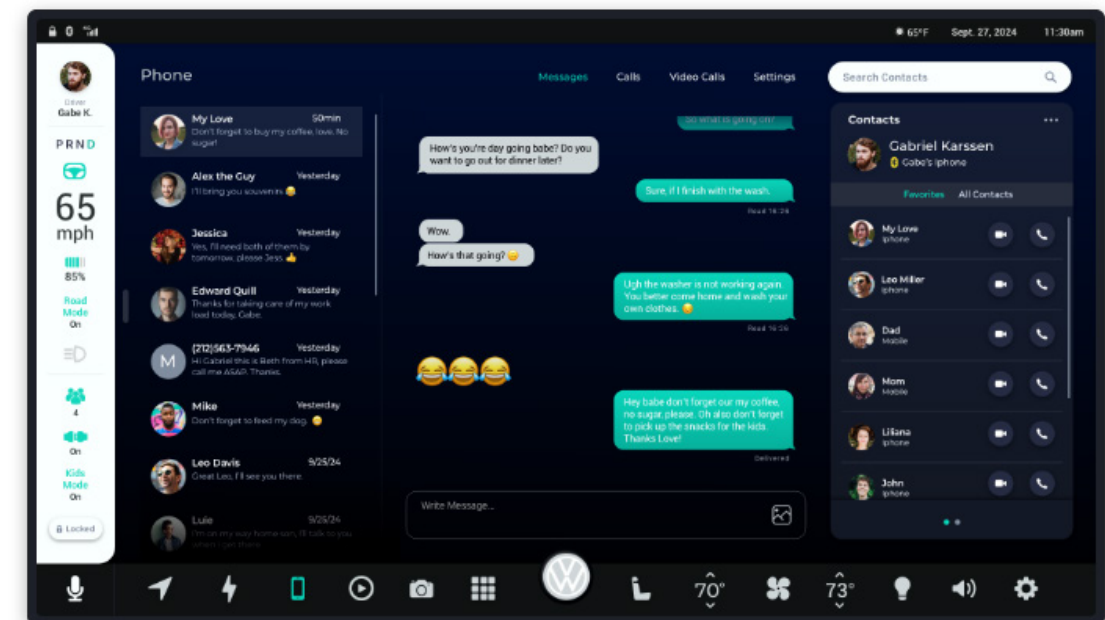
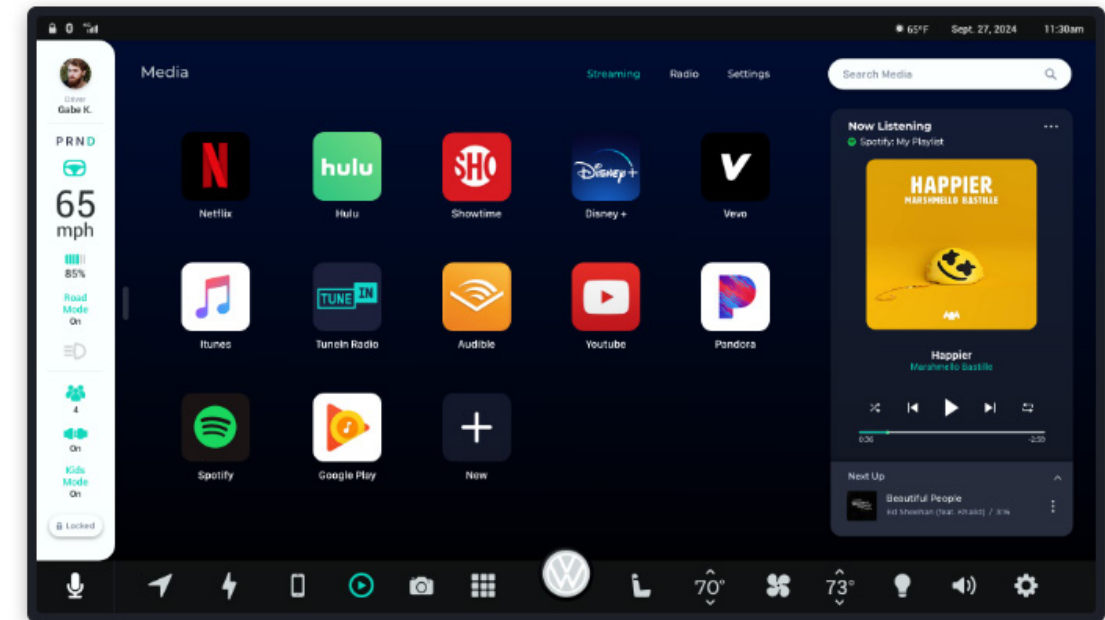
After surveying a group of 30 individuals, it was determined that the ideal target audience are multitasking millenials ages 27-39. Taking in consideration their current pain points, it was found that there is a high demand for better on road entertainment.





## AUTO DRIVE ENTERTAINMENT

Watch your favorite movies, catch up with texts and social media, write emails, or simply sit back and relax only while using Auto Drive Mode. An all new on road entertainment user experience.







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## SCENIC DRIVE SHARING

Photograph, record, and share your favorite scenic route with family and friends by flipping your view to the outdoor camera while on a video call.

[Watch Prototype Video](#)

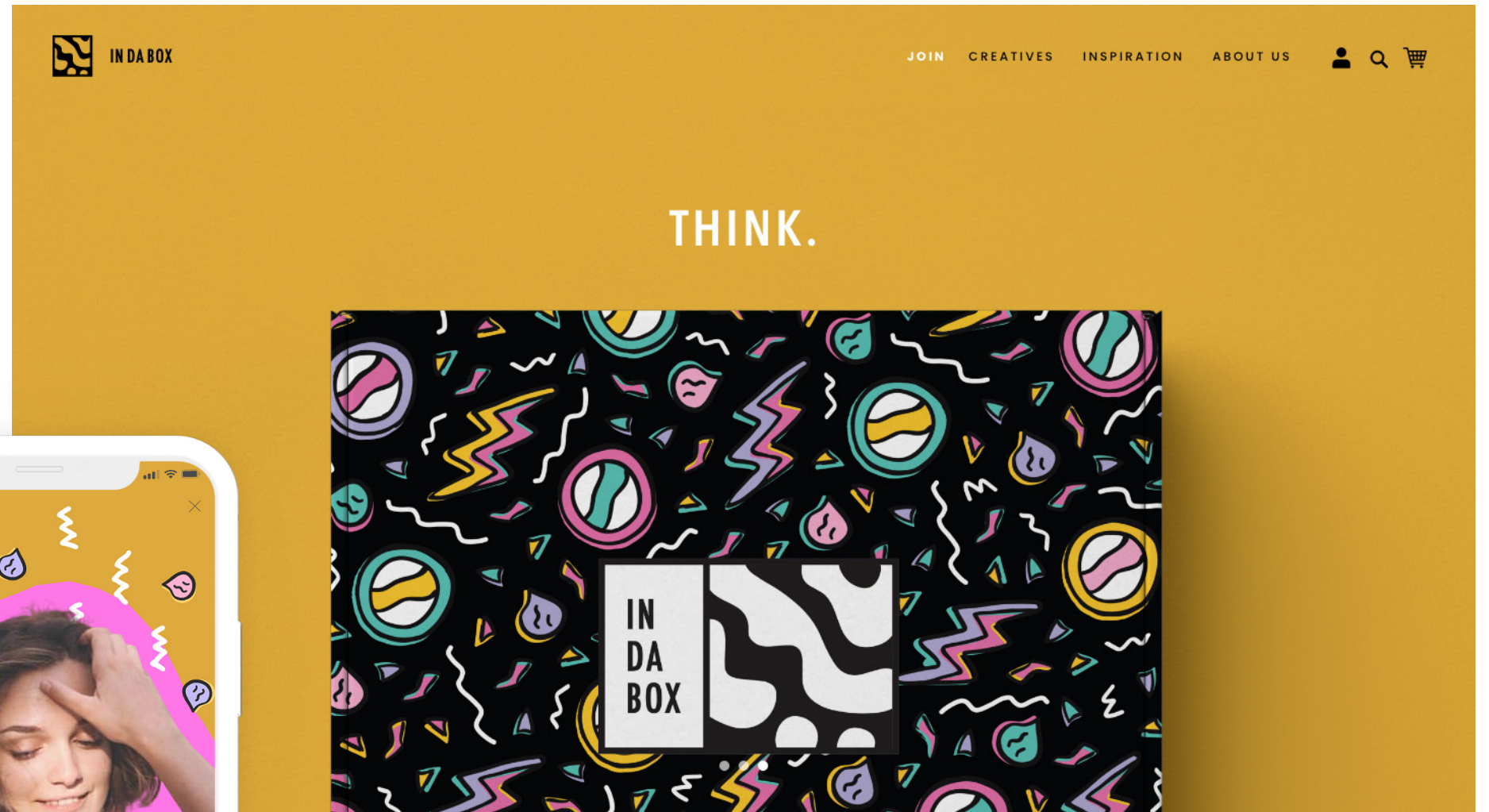
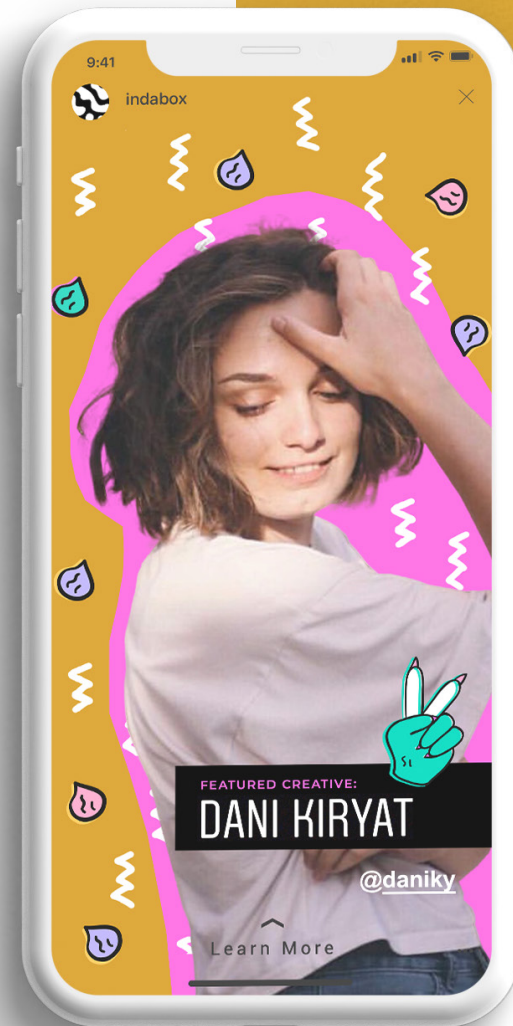


## IN DA BOX SUBSCRIPTION

### BRAND CASE STUDY

In Da Box is a custom stationery and lifestyle goods subscription box service made by creatives for creatives. This case study explores the pain points of artists going through a creative block and uses wearable, transportable, and paper good items to bring a creative solution and expand creativity.

[View More](#)



# IN DA BOX

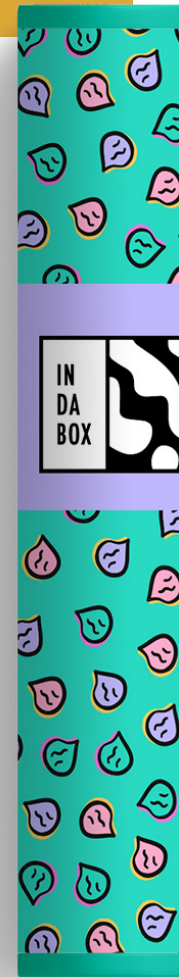
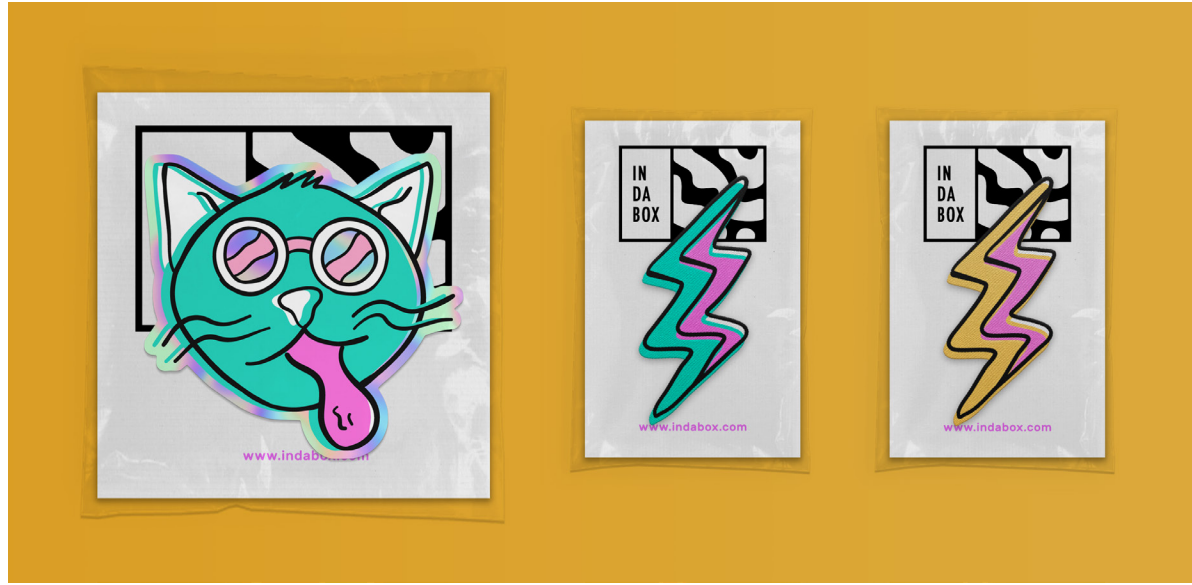




## FEEL THE NINETIES COLLECTION

A collection based on the '90s style, color, and feeling; exploring the artistic concept and personality of one of the many featured artist curating and collaborating with In Da Box.





Each box will be designed and curated by a collaborating artist, surrounding a theme. Inside you will find one poster and multiple misc. items (notebooks, pins, stickers, patches, sticker books etc.) all chosen particularly for each individual subscriber.

Items are meant to for the exploration of creativity of both the artist creating the box, and the creative who will receive it.



# Thank You!

**DANI  
HERNANDEZ**

[dani-hernandez.com](http://dani-hernandez.com)

danikiriat@gmail.com

310.503.4308

