



DANI HERNANDEZ

ART DIRECTOR & GRAPHIC DESIGNER

CONTACT INFO

📞 310. 503. 4308

✉ danikiriati@gmail.com

● dani-hernandez.com

EDUCATION

BFA, GRAPHIC DESIGN

CSU Long Beach

AA, STUDIO ART

EL Camino College

SKILLS

Branding	Concepting
DRTV	Illustration
Storyboards	UX / UI
Copywriting	Creative Suite
Social media	Keynote
Print	Microsoft Office

AWARDS

VITA COCO / BILLBOARD CONTEST
1ST. RUNNER UP - 2020

ADOBE CREATIVE JAM
FINALIST - 2019

PROFILE

Highly motivated Art Director and Graphic Designer, with extensive expertise in branding and advertising – print, digital, and television. Hold exceptional collaborative skills; dynamic team player and independent leader. Bilingual and bicultural with well-developed written and verbal communication abilities in both English and Spanish. Concept developer and inventive creator of innovative campaigns; accustomed to perform under pressure and in deadline driven environments. Reliable and capable of efficient multitasking.

EXPERIENCE

ART DIRECTOR | OCT. 2020 - PRESENT

INFUSION BY CASTELLS / HISPANIC-AMERICAN MARKET

Collaborate with creative team in concept and development of award-winning television and digital media campaigns for Spectrum TV, Spectrum Internet and Spectrum Mobile. Produce keyframes, storyboards, client presentations and other visual assets. Assist in pre-production on art direction of wardrobe and supervision of talent fittings; create casting specs and participate in casting selection. On-set supervision of production alongside creative team. Provide art, direction and feedback to editor and VFX studios in post-production stage. Supervise freelancers, photo shoots, and color correction sessions.

GRAPHIC DESIGNER | 2019 - 2020

49ER SHOPS INC. / MARKETING AND COMMUNICATIONS

Successfully developed effective marketing strategies through the creation of campus wide campaigns; executing posters, social media content, YouTube videos, and outreach events for the 49er Shops and their vendors, at CSU Long Beach. Interaction with clients, art direction, copywriting, and editing.

CO-DIRECTOR | 2019 - 2020

ODYSSEY SHOW / LIVE STREAM EVENT

Conceptualized and produced the first virtual BFA Senior Grad Show of CSULB. Developed website, marketing materials, and managed Instagram accounts. Initiated meetings, directed group of designers, and organized fundraising events.

SPONSORED PROJECT | SEPT. 2019 - DEC. 2019

DESIGNORY / BRANDING & MARKETING

Effectively developed as a team a brand identity and a disruptive marketing strategy for a new automotive brand coming to the US; based on developed research, surveys, and user maps. Presented in weekly internal meetings.