

DIEGO RAUL HERNANDEZ



GRAPHIC DESIGN

VIDEOGRAPHER

PHOTOGRAPHY

LANGUAGES

**ENGLISH
SPANISH**

SKILLS

Adobe Creative Suite
(Photoshop, Illustrator, InDesign,
After Effects, Premier)

Marketing

Branding

Social Media

Email Advertisement

Video Editing

Photo Editing

Motion Graphics

Website Design

Concepting

EDUCATION

Associates of Science
Graphic Design

The Art Institute of Philadelphia
June 2012 | 3.5 GPA

AWARDS & AFFILIATIONS

IPMI Marketing Award
"Getting Visual" 2019

Anti Bullying Campaign YMCA - 2012

Best Portfolio Graphic Design - 2012

Outstanding Achievement Award - 2012

Best of Quarter*

Conceptual Imagery - 2011

Typography III - 2011

Published in Nationalist Magazine

Published in Pique Photo Magazine

Published work on: BuzzFeed,

Perezhilton.com, oceanup.com

* Award given for excellence by Graphic Design faculty AIPH

EXPERIENCE

Senior Graphic Designer
Helium Comedy Group - Philadelphia, PA
January 2022 - Present

- Serves as design lead for all brands, marketing, and communications graphics across all media platforms.
- Meet with fellow management team to plan and interpret content into designs that work to communicate thematic goals.
- Produces style guides, Decks, renderings, and other materials for project visualizations and presentations.
- Collaborate with the marketing team to guide internal awareness of industry creative trends and brand standards with a strong focus on processes and tools.
- Implementation of corporate style guides and the relevance of adhering to and enforcing established guidelines.
- Organized brainstorming sessions to assist in envisioning top-level creative themes and messaging supporting HCG goals and programs.

Visual Designer
Cycle Gear, Comoto LLC - Philadelphia, PA
July 2019 - September 2021

- Designed website UI, promotional on-site marketing assets, emails, social media posts, and motion graphics for web/e-mail
- Conceptualize and create overarching campaigns for the brand, along with conceptualizing monthly catalogs for over 145 stores

Multi-Media Designer
Chatterblast Media - Philadelphia, PA
April 2018 - March 2019

- Developed branding, social media campaigns, and motion graphics for multiple clients, such as Whittle School & Studio, AARP, Vybe urgent care, Philadelphia Auto Show & Philadelphia Parking Authority (PPA)
- Managed and mentored three design interns, along with delegating tasks for projects and helping with their portfolio
- Directed videos for company and clients in studio, along with edited videos with Adobe Premier and After Effects.
- Partnered with a copywriter in creating shot lists to photograph environments and subjects for various clients' photo libraries.

Social Media Designer
Gopuff - Philadelphia, PA
January 2017 - November 2017

- Curated content for all social channels including: Facebook, Instagram, Snapchat, & LinkedIn, by designing material via Photoshop, Illustration and After Effects
- Assisted design & the video team with creation of social campaigns

Junior Graphic Designer
Yapping Media - Philadelphia, PA
November 2013 - June 2016

- Responsible for assisting the oversight of all email and social media design for accounts that expands and remain true to the clients brand narrative
- Managed and oversaw work for 2 other designers
- Created original marketing materials for clients who range from large corporations to small boutiques within the Philadelphia region.

CONTACT ME

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