# LUPE HERNANDEZ

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## GRAPHIC DESIGNER · WEBSITE DESIGNER

Client Management · Print Material/Design · Project Management

Highly creative and multitalented Graphic Designer with 15+ years of experience in multimedia, marketing and print design. Exceptional collaborative and interpersonal skills, with the ability to examine and understand client needs and deliver products that exceed all original expectations. Accustomed to performing in deadline-driven, fast paced environments with an emphasis on ensuring projects are completed within time. Excellent Communication skills, fluent in English and Spanish, with a history of working with clients and team members of diverse backgrounds and skills.

## CORE COMPETENCIES

- Graphic Design
- Team Leadership
- Project Management
- Print/Online Design
- Marketing
- Creative Development
- Web Site Design
- Logo Development
- Video Editing
- Image Manipulation
- Typography

## Professional EXPERIENCE

11/2001- PRESENT

### LEAD GRAPHIC DESIGNER

**MOC Products Company, Inc.**
**Pacoima, CA –** Employee of the Month, MOC-n-Roll Award

- Ensure timely completion of work while handling multiple projects simultaneously and delivering excellent results in a high pressure, fast paced environment.
- Collaborate closely with CEO to create artwork and video for trade shows and PowerPoint presentations.
- Develop distinctive logos and creative visual designs, expertly converting features to benefits to achieve client objectives
- Develop projects and from conception through execution of each job, including designing, examining, approving proofs and on-going editing.
- Design promotional displays and marketing material for products and services including: brochures, ad sheets, magazine ads, posters, catalogs, logos, packaging and operation manuals.
- Collaboratively work with the internal team and external vendors to produce polished, attention grabbing materials.
- Responsible for maintenance of main company website and designing other websites, including editing html, CSS and have some understanding of PHP.
- Create and edit design theme and graphics for marketing and sales presentations, training/promotional videos training videos and corporate web sites.
- Utilize knowledge of large format printer & creating large banners, including designing, printing and creating finish product.
- Successfully translate subject matter into concrete design for newsletters, promotional materials and sales collateral.
- Participate in a team effort to produce streamlined production of manuals and materials.
- Create and conduct highly persuasive, high quality graphic projects which exceed all expectations.

11/2009- 2016

### LEAD GRAPHIC DESIGNER (FREELANCE)

**Unique Technique Creations**
**Santa Clarita, CA**

- Plan and create a variety of designs and layouts such as branding, e-invites, brochures, flyers, book covers, logos post cards, and much more.
- Leverage expert level image manipulation skills in the construction, modification, retouching and color correction of photos.
- Provided proposal layouts and designs for websites, landing, and social media pages.
- Managed all aspects of concept, design and production of unique and eye catching portfolios
- Successfully manage and coordinate graphic design projects from concept through completion.

## EDUCATION

### UCLA EXTENSION

**Design Communication of Arts** | 9/2005 - 2006

### ITT TECHNICAL INSTITUTE

**Bachelors of the Science Computer Visualization Technology**
12/1999 - 6/2001 | Honor Student

**Associates of the Science Computer Aided Drafting**
6/1998 - 12/1999 | Honor Student
Student of the quarter and perfect attendance

**REFERENCES:** Available Upon Request