

profile

I am very passionate about the industry I am involved with. I see one of my major strengths being my adaptability, this can be seen in my design work where I am able handle any task I'm given, be it branding, web or print. I work hard and constantly strive to break the boundaries of traditional design.

experience**PRINT PRODUCTION ARTIST, VALPAK - NOVEMBER 2009 TO CURRENT**

- Design and produce quality, response oriented advertising material according to Valpak standards.
- Meet established Valpak production and quality performance standards.
- Maintain open communication and have occasional contact with external customers.
- Create or modify artwork for layouts according to Valpak guidelines.
- Responsible for processing digitally delivered artwork and maintaining orderly file management and naming conventions within specified guidelines.
- Accurately interpret client instructions, apply critical thinking and problem solving skills to the creation of effective advertising.

SR. GRAPHIC DESIGNER, CHAMELEON CUSTOM SOLUTIONS - JUNE 2008 TO OCTOBER 2008

- Designed identity, company website, concepts, posters, signage, brochures, direct mail promotions, booklets, web advertisements, and apparel.
- Examined and proofread printed material for content, quality, clarity, and specified color.
- Prepared files for high-resolution color proof output.

ART DIRECTOR, MAÑANA MARKETING + POSTAL EN ESPAÑOL - JUNE 2007 TO JUNE 2008

- Created eye-catching direct mail coupons, support materials including: display materials, promotional materials, customer education and sales materials.
- Developed bilingual company website with emphasis on user-friendliness and accessibility.
- Paginated files for high-resolution color proof output and collaborated closely with commercial printers to set priorities and provide answers to questions or issues to keep projects moving forward.
- Provided reports to sales team including Hispanic separated race classification data.
- Maintained extremely well organized file management for all clients.
- Demonstrated ability to handle multiple projects, problem solve and work through complex issues in an accurate and timely manner to ensure deadlines were being met.

GRAPHIC DESIGNER, HISPANIC YELLOW PAGES - DECEMBER 2004 TO JUNE 2007

- Designed advertisements for current clients as well as prospective clients.
- Responsible for multiple markets and completed jobs according to strict deadlines.
- Updated company website with critical business content.
- Prepared files for high-resolution color proof output.
- Provided monthly workflow reports to Production Director and responded to all client calls, faxes and e-mails in a timely manner.

education

INTERNATIONAL ACADEMY OF DESIGN AND TECHNOLOGY • A.S. Graphic Design, 2002
KELBY ADOBE PHOTOSHOP CS4 TRAINING TRAINING SEMINAR • February 2009
KELBY ADOBE PHOTOSHOP CS4 DOWN AND DIRTY TRICKS TRAINING SEMINAR • August 2009
KELBY PHOTOSHOP WORLD • March 2010

technical skills

• Photoshop CS5 • Illusrator CS5 • InDesign CS5 • Dreamweaver CS5 • Premiere • After Effects
• Quark XPress • Director • Fireworks • Freehand • MS Office • FTP Software • MAC + PC

languages

English and Spanish.

publications

Artwork published in Pictoplasma 2 Book - November 2003
Products featured in Bust Magazine - December 2004
Products featured in Bust Magazine Gift Guide - March 2005
Artwork licensed to Lagardere Active - April 2005
Artwork published in Elle Girl Magazine - August 2005
Artwork published in Elle Girl Magazine - October 2005
Artwork used in Verizon commercial - October 2006
Artwork used for Cell Fish Media - October 2007
Artwork used for Sweetbay Supermarket Signage - October 2007

interests

I'm interested in all facets of design, art, crafts, photography, computers, technology, music, movies, gaming and traveling.

references

Available upon request.

Thanks for taking the time to look over my resume. Please take a look at my portfolio at:
www.creepcake.com and craft blog at: **www.mimibun.com**

I look forward to hearing from you soon.

Nancy Hernandez
727.210.5209
nmhdesign@gmail.com



DIRECTORIO *en Español*

July 1, 2007

To Whom it May Concern,

This is a letter of recommendation of Ms. Nancy Hernandez of Tampa, Florida. I have known Nancy for over two years now, as a Graphic Designer for HYP Network, LLC. Directorio En Español. This company is one of the nation's largest publishers of Hispanic Yellow Pages Directories.

Nancy has represented us well in the Tampa office and has demonstrated herself to have strong work ethic. She has been one of the best talents I have seen in my career. Nancy has a natural ability that will help her accomplish many things in the future if given the opportunity. I consider her skills to be outstanding.

Additionally, Nancy has stepped up to any request for special work when we needed it, doing so successfully. Quiet, talented and responsible, I would highly recommend Nancy to any organization that would consider her for their employ.

Any questions as to the validity of this letter of recommendation; please feel free to call me at the number below, or email me at the email address below.

Sincerely,

Carlos Flores-Gordon,
VP Operations
HYP Network, LLC
cflores@hypnetwork.com
Phone: 813-435-3330