



FRANCISCO J HERNANDEZ

Designer

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SELECTED SKILLS

Through my wondrous years of experience, I have acquired skills for print, identity, web, motion, illustrations, and environmental mediums. I am a Texas raised New York transplant. Adept in Adobe Creative Cloud Suite on MAC + PC. Knowledge of Branding guides and creating innovative designs within those restraints.

EDUCATION

The School of Visual Arts.

MFA Design 2014

University of Houston.

BFA Design 2008

AWARDS + ACHIEVEMENTS

Semi-Finalist for Echoing Green Fellowship

Finalist for Blue Ridge Labs Fellowship

Finalist for Catalyst Fellowship

Published in *Raw Data* by Steven Heller

Finalist for Sylvia Harris Citizen Award 2015

Semi-Finalist for Adobe Achievement Award

3rd place for Latinos 2 Tech Pitch Competition at Google 2015

SVA Alumni Scholarship 2014

Deborah Buck Scholarship 2014

Venture 2014, SVA Thesis Exhibit

Change Needed, SVA Design Exhibit,

Art Directors Club Gallery, 13

Fresh Cut: University of Houston, Exhibit,

Texas Scholar

The Greater Heights Chamber

of Commerce Scholarship

Flaxman Scholarship

EXPERIENCE

citia. NY, NY. 2015. Designer. Created mock designs using the card system software created by citia. I also created marketing materials as well as presentation assets for CEO and founder Linda Holliday.

Happy. Brooklyn, NY. 2013. Freelance Designer. Happy studios hired me to work on the products encased in their first ever app MAKR. I worked under the direction of Ellen Johnston to create beautiful invitations and stationery following the vision of the brand. I also created icons, textures, and visual research collections.

The Public Society. Brooklyn, NY. 2013. Design Intern. Responsible for design of websites, logos, identity and presentations for products and clients with social impact .

Pow Interactive. Brooklyn, NY. 2013. Design Intern. Responsible for design of websites, logos, identity and presentations for clients.

SVA MFAD. NY, NY. 2012. Social Media Manager. Responsible for posting and maintaining the programs social media pages.

Barbour Design. NY, NY. 2012. Graphic Designer. Responsible for design of videos, presentation slides, print advertisement, promotional material, and ipad ads, most for their ESPN Magazine client.

Limb Design. Houston Texas. 2010. Graphic Designer. Responsible for design of invitations, postcards, posters, brochures, logos, identity, web sites, magazines, newsletters, annual reports, ads, signage and production. Other skills used were quoting jobs, worked with print and paper reps, coordinated and art directed.

PH Design Shop. Houston, Texas. 2009. Lead Graphic Designer. Responsible for concepts and design of invitations, postcards, posters, brochures, logos, identity, web sites, videos and signage. Learned to carry projects on my own with little to no direction.

Rice University. Houston, Texas. 2008. Design Assistant. Responsible for design of event posters, postcards, flyers, web graphics, in-house business cards and newsletters.

BrandExtract. Houston Texas. 2007. Design Intern. Responsible for the design of flyers, trade show booths, brochures, business cards, posters, newsletters, and invitations.

REFERENCES + PORTFOLIO UPON REQUEST